

## PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
TAPAN KAMDAR	02/11/2014
MICHAEL MCLAUGHLIN	02/11/2014
RECEIVING PARTY DATA	
Name:	GO DADDY OPERATING COMPANY, LLC
Street Address:	14455 N. HAYDEN ROAD, SUITE 219
City:	SCOTTSDALE
State/Country:	ARIZONA
Postal Code:	85260
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14180215
CORRESPONDENCE DATA	
Fax Number:	
Email:	inventions@godaddy.com
<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>	
Correspondent Name:	GO DADDY OPERATING COMPANY, LLC
Address Line 1:	14455 N. HAYDEN ROAD, SUITE 219
Address Line 4:	SCOTTSDALE, ARIZONA 85260
ATTORNEY DOCKET NUMBER:	0369
NAME OF SUBMITTER:	KARL A. FAZIO
Signature:	/Karl A. Fazio/ssb/
Date:	02/17/2014
Total Attachments: 2 source=0369_2014-02-11_Assignment_McLaughlin-signed#page1.tif source=0369_2014-02-11_Assignment_Kamdar-signed#page1.tif	

**ASSIGNMENT OF APPLICATION**Docket Number (Optional)  
**0369**

Whereas, I, Michael McLaughlin of Menlo Park, CA, hereafter referred to as applicant, have invented certain new and useful improvements in SYSTEM AND METHOD FOR WEBSITE PERSONALIZATION FROM SURVEY DATA

☐ for which an application for a United States Patent was filed on \_\_\_\_\_  
Application Number \_\_\_\_\_

☒ for which an application for a United States Patent was executed on Feb. 11, 2014, and  
Whereas, Go Daddy Operating Company, LLC of Scottsdale, AZ here referred to "assignee" whose mailing address is 14455 North Hayden Road, Suite 219, Scottsdale, AZ 85260 is desirous of acquiring the entire right, title and interest in the same;

Now, therefore, in consideration of my employment with GoDaddy.com, LLC, and other good and valuable consideration, the sufficiency of which is hereby acknowledged, I, the applicant, by these presents do assign and transfer unto said assignee the full and exclusive right to the said invention in the United States and the entire rights, title and interest in and to any and all Patents which may be granted therefore in the United States and all foreign countries. I hereby authorize and request the Director of the U.S. Patent and Trademark Office to issue said United States Patent to said assignee, of the entire right, title, and interest in and to the same, for his sole use and behoof; and for the use and behoof of his legal representatives, to the full end of the term for which said Patent may be granted, as fully and entirely as the same would have been held by me had this assignment not been made.

Executed this 11th day of February 2014  
at Sunnyvale, CA



Signature

Michael McLaughlin

Printed Name

Note: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required. See below\*.

☒ Total of 2 forms are submitted

This form offers a sample or suggested format for an assignment document. This sample form is not an OMB officially approved form.

**ASSIGNMENT OF APPLICATION**

Docket Number (Optional)

0369

Whereas, I, Tapan Kamdar of San Jose, CA, hereafter referred to as applicant, have invented certain new and useful improvements in SYSTEM AND METHOD FOR WEBSITE PERSONALIZATION FROM SURVEY DATA

☐ for which an application for a United States Patent was filed on \_\_\_\_\_  
Application Number \_\_\_\_\_.

☒ for which an application for a United States Patent was executed on Feb. 11, 2014, and  
Whereas, Go Daddy Operating Company, LLC of Scottsdale, AZ here referred to "assignee" whose mailing address is 14455 North Hayden Road, Suite 219, Scottsdale, AZ 85260 is desirous of acquiring the entire right, title and interest in the same;

Now, therefore, in consideration of my employment with GoDaddy.com, LLC, and other good and valuable consideration, the sufficiency of which is hereby acknowledged, I, the applicant, by these presents do assign and transfer unto said assignee the full and exclusive right to the said invention in the United States and the entire rights, title and interest in and to any and all Patents which may be granted therefore in the United States and all foreign countries. I hereby authorize and request the Director of the U.S. Patent and Trademark Office to issue said United States Patent to said assignee, of the entire right, title, and interest in and to the same, for his sole use and behoof; and for the use and behoof of his legal representatives, to the full end of the term for which said Patent may be granted, as fully and entirely as the same would have been held by me had this assignment not been made.

Executed this 11th day of February, 2014  
at Sunnyvale, CA.



Signature

Tapan Kamdar

Printed Name

Note: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, See below\*.

☒ Total of 2 forms are submitted.

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