PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2

EPAS ID: PAT2729282

SUBMISSION TYPE:		NEW ASSIGNMENT					
NATURE OF CONVEYANCE:		ASSIGNMENT					
CONVEYING PARTY DATA							
		N	lame Execution Date				
TAPAN KAMDAR				02/11/2014			
MICHAEL MCLAUGHLIN				02/11/2014			
RECEIVING PARTY DATA							
Name: GO DADDY OPERAT			ING COMPANY, LLC				
Street Address:	14455 N. HAYD	DEN R	OAD, SUITE 219				
City:	SCOTTSDALE						
State/Country:	ARIZONA						
Postal Code:	85260						
PROPERTY NUMBERS Total: 1 Property Type Number							
Application Number: 141802		141802	215				
CORRESPONDENCE DATA							
Fax Number:Email:inventions@godaddy.comCorrespondence will be sent via US Mail when the email attempt is unsuccessful.Correspondent Name:GO DADDY OPERATING COMPANY, LLCAddress Line 1:14455 N. HAYDEN ROAD, SUITE 219Address 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							

		Based on Sample Form (former PTO/S8/15) (08-03)							
ASSIGNMENT OF APPL	ICATION	Docket Number (Optional) 0369							
Whereas, I,Michael McLaugi	nlin M	enlo 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 State	s Patent was executed or	n, Feb. 11, 2014, and							
Whereas, Go Daddy Operating Company, LLC of	Scottsda	le, AZ							
to "assignee" whose mailing address is14455 North Hayden Road, Suite 219, Scottsdale, AZ 85260is									
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.									
11th Executed thisday o	f February	2014							
Sunnyvale, CA									
		Signature chael 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 offorms are submitted.									

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

PATENT REEL: 032228 FRAME: 0062

				Based on Sample Form (fo	rmer PTO/SB/15) (08-03)				
AS	SIGNMENT O		Docket Number (Optional) 0369						
Whereas, I,	Tapan ł	Kamdar	_ _{of} Sa	n 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 ap	oplication for a Un	ited States Patent w	as filed on						
Application Nu	mber								
for which an ap	oplication for a Un	ited States Patent w	as executed on _	Feb. 11, 2014	, and				
Whereas, Go Daddy C	Operating Company	, LLC _{of}	Scottsdale	, AZ h	ere referred				
to "assignee" whose	mailing address i	s14455 North H	layden Road, Suit	te 219, Scottsdale, AZ	85260 is				
desirous of acquiring the entire right, title and interest in the same;									
consideration, the su transfer unto said as rights, title and intere foreign countries. I he said United States P use and behoof; and	Ifficiency of which signee the full and est in and to any a ereby authorize a atent to said assig for the use and b	is hereby acknowled d exclusive right to the and all Patents which nd request the Direct gnee, of the entire rig behoof of his legal re	dged, I, the applic ne said invention i may be granted tor of the U.S. Pa ght, title, and inter presentatives, to	C, and other good and ant, by these presents n the United States ar therefore in the United tent and Trademark C est in and to the same the full end of the term held by me had this as	s do assign and nd the entire I States and all Office to issue e, for his sole n for which said				
Executed this	11th	day of	February	2014					
at Sunny	vale, CA								
		_		Signature apan Kamdar					
			I	Printed Name					
Note: Signatures of all the	e inventors or assigne	es of record of the entire	interest or their repres	entative(s) are required. Su	ıbmit multiple forms if				
more than one signature	is required, See below	/*. 		.,					
✓ Total of <u>2</u>	forms are subr	mitted.							

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PATENT REEL: 032228 FRAME: 0063

RECORDED: 02/17/2014