

## PATENT ASSIGNMENT COVER SHEET

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Stylesheet Version v1.2

EPAS ID: PAT2794158

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
SEAN M. CONNOLLY	09/14/2010
WHITNEY A. PEGDEN	09/14/2010
COLIN B. ROALD	09/01/2010
JOSHUA JORDAN	09/01/2010
UTKARSH PRATEEK	09/01/2010
DAVID A. YUKNAT	09/14/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	VISTAPRINT TECHNOLOGIES LIMITED
<b>Street Address:</b>	22 VICTORIA STREET
<b>Internal Address:</b>	CANON'S COURT
<b>City:</b>	HAMILTON
<b>State/Country:</b>	BERMUDA
<b>Postal Code:</b>	HM12
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14177699
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(781)652-6092
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Phone:</b>	781-652-6563
<b>Email:</b>	PTOMail@vistaprint.com
<b>Correspondent Name:</b>	JESSICA COSTA
<b>Address Line 1:</b>	95 HAYDEN AVENUE
<b>Address Line 2:</b>	VISTAPRINT USA INCORPORATED
<b>Address Line 4:</b>	LEXINGTON, MASSACHUSETTS 02421
<b>ATTORNEY DOCKET NUMBER:</b>	10-020 CON
<b>NAME OF SUBMITTER:</b>	JILLIAN GAW
<b>SIGNATURE:</b>	/Jillian Gaw/
<b>DATE SIGNED:</b>	04/01/2014

PATENT

**Total Attachments: 5**

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**ASSIGNMENT**

WHEREAS, I, Sean M. Connolly, residing in Wakefield, Massachusetts, U.S.A., Whitney A. Pegden, residing in Boston, Massachusetts, U.S.A., Colin B. Roald, residing in Somerville, Massachusetts, U.S.A., Joshua Jordan, residing in Somerville, Massachusetts, U.S.A., Utkarsh Prateek, residing in Woburn, Massachusetts, U.S.A., and David A. Yuknat, residing in Dover, Massachusetts, U.S.A., have invented certain new and useful improvements disclosed in an application for United States Letters Patent entitled, SEARCH ENGINE OPTIMIZATION ASSISTANT, filed with the United States Patent and Trademark Office on March 1, 2010 and given serial number 12/861,222.

AND WHEREAS, **Vistaprint Technologies Limited**, a Bermuda corporation (“Assignee”) doing business at Canon’s Court, 22 Victoria Street, Hamilton HM12 Bermuda desires to acquire the entire right, title and interest in and to said improvement and said application, and any Letters Patent and similar or related rights which may be obtained therefore, for the benefit of Assignee and its successors and assigns.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, I have sold, assigned, transferred and conveyed, and do hereby sell, assign, transfer and convey to Assignee the entire right, title and interest in and to said improvements, and said application and all divisions, substitutions, continuations and continuations-in-part thereof, and all United States Letters Patents which may be granted thereon and all reissues and extensions thereof, and all priority rights under the International Convention for the Protection of Industrial Property for every member country, and all applications for patents (including related rights such as utility model registrations, inventor’s certificates, and the like) heretofore or hereafter filed for said improvements in any foreign countries; and I hereby authorize and request the United States Commissioner of Patents and Trademarks, and any officials of foreign countries whose duty it is to issue patents on applications as aforesaid, to issue all patents for said improvements to Assignee in accordance with the terms of this assignment for the sole use and benefit of Assignee and its successors and assigns;

AND I HEREBY covenant that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreement in conflict herewith;

AND I HEREBY further covenant and agree that I will communicate to Assignee, its successors and assigns, any facts known to me respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, continuation-in-part, substitute and reissue applications, make all rightful oaths, and generally do all acts requested by Assignee, its successors and assigns, to aid in the obtaining and enforcement of proper patent protection for said improvements in all countries.

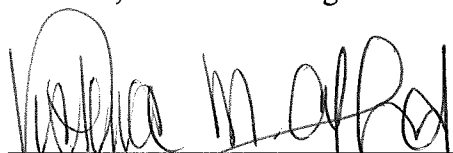
AND I HEREBY further authorize and direct attorneys at Customer Number 37420 to insert the serial number and filing date of said application now identified by the attorney docket number and title set forth above as soon as the same shall have been made known to them by the United States Patent and Trademark Office.

Dated: 9/14/2010

  
Sean M. Connolly

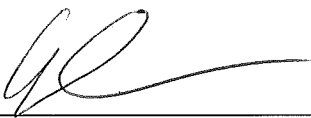
Commonwealth of Massachusetts  
County of Middlesex

On this 14th day of September, 2010, before me, the undersigned notary public, personally appeared Sean M. Connolly, proved to me through satisfactory evidence of identification, which was MASSACHUSETTS DRIVER'S LICENCE, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that she signed it voluntarily for its stated purpose.

  
Victoria M. Clifford, Notary Public  
My Commission Expires: February 18, 2016

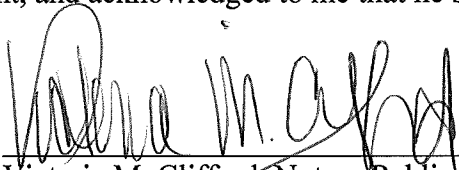
Victoria M Clifford  
Notary Public - Massachusetts  
My Comm. Expires February 18, 2016

Dated: 9/14/2010

  
Whitney A. Pegden

Commonwealth of Massachusetts  
County of Middlesex

On this 14th day of September, 2010, before me, the undersigned notary public, personally appeared Whitney A. Pegden, proved to me through satisfactory evidence of identification, which was PENNSYLVANIA DRIVERS LICENSE, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that he signed it voluntarily for its stated purpose.

  
Victoria M. Clifford, Notary Public  
My Commission Expires: February 18, 2016

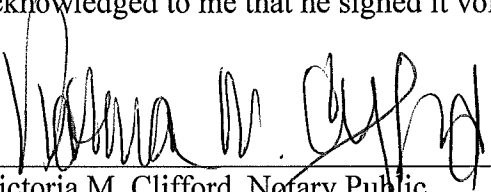
**Victoria M Clifford**  
Notary Public - Massachusetts  
My Comm. Expires February 18, 2016

Dated: 2010/9/11

  
Colin B. Roald

Commonwealth of Massachusetts  
County of Middlesex

On this 11th day of September, 2010, before me, the undersigned notary public, personally appeared Colin B. Roald, proved to me through satisfactory evidence of identification, which was MASSACHUSETTS DRIVERS LICENSE, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that he signed it voluntarily for its stated purpose.

  
Victoria M. Clifford, Notary Public  
My Commission Expires: February 18, 2016

**Victoria M Clifford**  
Notary Public - Massachusetts  
My Comm. Expires February 18, 2016

Dated: 9/1/2010

*Joshua Jordan*  
Joshua Jordan

Commonwealth of Massachusetts  
County of Middlesex

On this 1st day of ~~August~~ <sup>September</sup>, 2010, before me, the undersigned notary public, personally appeared Joshua Jordan, proved to me through satisfactory evidence of identification, which was MASSACHUSETTS DRIVER'S LICENSE, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that he signed it voluntarily for its stated purpose.

*Victoria M. Clifford*  
Victoria M. Clifford, Notary Public  
My Commission Expires: February 18, 2016

**Victoria M Clifford**  
Notary Public - Massachusetts  
My Comm. Expires February 18, 2016

Dated: 09/01/2010

*Utkarsh Prateek*  
Utkarsh Prateek


Commonwealth of Massachusetts  
County of Middlesex

On this 1st day of ~~August~~ <sup>September</sup>, 2010, before me, the undersigned notary public, personally appeared Utkarsh Prateek, proved to me through satisfactory evidence of identification, which was MASSACHUSETTS DRIVER'S LICENSE, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that he signed it voluntarily for its stated purpose.

*Victoria M. Clifford*  
Victoria M. Clifford, Notary Public  
My Commission Expires: February 18, 2016

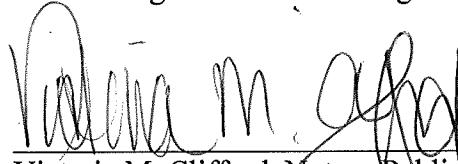
**Victoria M Clifford**  
Notary Public - Massachusetts  
My Comm. Expires February 18, 2016

Dated: 9/14/2010

  
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David A. Yuknat

Commonwealth of Massachusetts  
County of Middlesex

On this 14th day of September, 2010, before me, the undersigned notary public, personally appeared David A. Yuknat, proved to me through satisfactory evidence of identification, which was MASSACHUSETTS DRIVER'S LICENSE, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that he signed it voluntarily for its stated purpose.

  
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Victoria M. Clifford, Notary Public  
My Commission Expires: February 18, 2016

**Victoria M Clifford**  
Notary Public - Massachusetts  
My Comm. Expires February 18, 2016