

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM321966

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mad Mimi, LLC		10/03/2014	LIMITED LIABILITY COMPANY: NEVADA
RECEIVING PARTY DATA			
Name:	Go Daddy Operating Company, LLC		
Street Address:	14455 N. Hayden Road, Suite 226		
City:	Scottsdale		
State/Country:	ARIZONA		
Postal Code:	85260		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3537981	MAD MIMI	
Registration Number:	3534840		
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	mkimes@godaddy.com		
Correspondent Name:	Go Daddy Operating Company, LLC		
Address Line 1:	14455 N. Hayden Road, Suite 226		
Address Line 4:	Scottsdale, ARIZONA 85260		
NAME OF SUBMITTER:	Martha Kimes		
SIGNATURE:	/Martha Kimes/ssb/		
DATE SIGNED:	11/03/2014		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

THIS AGREEMENT, effective as of October 3, 2014 is by and between Mad Mimi, LLC., a limited liability company of Nevada, with its principal place of business at 1562 First Avenue 205-6464, New York, New York 10028 ("Assignor") and Go Daddy Operating Company, LLC, a limited liability company of Delaware, with its principal place of business at 14455 North Hayden Road, Suite 226, Scottsdale, Arizona 85260 ("Assignee").

RECITALS

A. ASSIGNOR has adopted and has used in its business the Trademarks set forth in Schedule 1, which is attached to and incorporated in this Agreement.

B. ASSIGNEE wishes to acquire the Trademarks.

NOW THEREFORE, the Parties agree as follows:

1. For good and valuable consideration, the receipt and sufficiency of which have been acknowledged, ASSIGNOR assigns its right, title, and interest in the Trademarks to ASSIGNEE as a successor to and as part of the on-going business acquired by ASSIGNEE.

2. ASSIGNOR agrees to execute any document that ASSIGNEE reasonably deems necessary to effect the terms of this Agreement, with ASSIGNEE bearing any costs associated therewith. ASSIGNOR shall have no further obligation to prosecute or bear any cost associated with the Trademarks on Schedule 1.

IN WITNESS WHEREOF, this Agreement is executed below by an authorized representative of each Party.

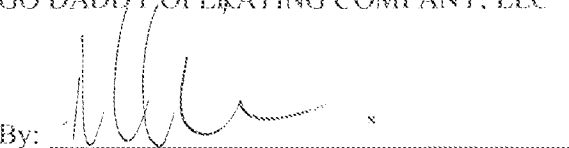
MAD MIMI, LLC
By: GoDaddy.com, LLC, its Managing Member

By: 

Name: Nina Kelly

Title: Secretary

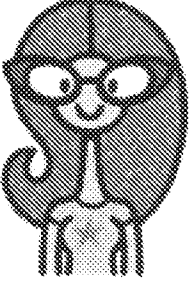
GO DADDY OPERATING COMPANY, LLC

By: 

Name: Martha Kimes

Title: Associate General Counsel

SCHEDULE 1

MARK	REGISTRATION NO.
MAD MIMI	3537981
Mad Mimi Logo 	3534840