

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM336804

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
It's Go Time Promotions Limited		03/25/2015	Limited Company: UNITED KINGDOM
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: 1			
Property Type	Number	Word Mark	
Registration Number:	4157859	IT'S GO TIME	
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:	Martha Kimes		
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:	03/31/2015		
Total Attachments: 2			
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source=Its Go Time - TM Assignment#page2.tif			

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TRADEMARK ASSIGNMENT

This Assignment is made by and between It's Go Time Promotions Limited, a United Kingdom Limited Company with an address at 198 Cookham Road, Maidenhead, Berkshire SL6 7HN, United Kingdom ("Assignor"), and Go Daddy Operating Company, LLC, a Delaware limited liability company located at 14455 N. Hayden Road, Suite 226 Scottsdale, Arizona 85260 ("Assignee").

WHEREAS, Assignor owns certain rights in the United States in the trademark IT'S GO TIME, including United States Trademark Registration No. 4,157,859 (the "Trademark") as well as the goodwill of the business in connection therewith; and

Whereas, Assignee desires to acquire, and Assignor desires to assign and transfer to Assignee, the Trademark, together with the goodwill of the business in connection therewith.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, Assignor hereby assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Trademark, together with the goodwill of the business in connection therewith and all right, title and interest in and to any and all claims and demands, at law or in equity, for past infringement of the Trademark.

The Assignor agrees to cooperate with Assignee and to take such further actions and execute such documents as may be necessary to complete the transfer of the Trademark to the Assignee.

In witness whereof, the parties have caused this Trademark Assignment to be executed by their duly authorized representatives as of the date(s) written below.

It's Go Time Promotions Limited

Go Daddy Operating Company, LLC

By: _____

Bret Freeman

By: _____

Name: _____

Title: _____

Date: _____

25/3/2015

Date: _____

TRADEMARK ASSIGNMENT

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WHEREAS, Assignor owns certain rights in the United States in the trademark IT'S GO TIME, including United States Trademark Registration No. 4,157,859 (the "Trademark") as well as the goodwill of the business in connection therewith; and

Whereas, Assignee desires to acquire, and Assignor desires to assign and transfer to Assignee, the Trademark, together with the goodwill of the business in connection therewith.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, Assignor hereby assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Trademark, together with the goodwill of the business in connection therewith and all right, title and interest in and to any and all claims and demands, at law or in equity, for past infringement of the Trademark.

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In witness whereof, the parties have caused this Trademark Assignment to be executed by their duly authorized representatives as of the date(s) written below.

It's Go Time Promotions Limited

Go Daddy Operating Company, LLC

By: _____

By: Nina Kelly

Bret Freeman

Name: Nina Kelly

Title: General Counsel

Date: _____

Date: Mar 23, 2015