

CHANNELADVISOR CORP  
Form SC 13G  
January 31, 2014

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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

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SCHEDULE 13G

Under the Securities Exchange Act of 1934  
(Amendment No. \_\_)\*

ChannelAdvisor Corporation

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(Name of Issuer)

Common Stock, \$0.001 par value per share

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(Title of Class of Securities)

159179100

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(CUSIP Number)

December 31, 2013

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(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- ☐ Rule 13d-1(b)
- ☐ Rule 13d-1(c)
- ☒ Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

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The information required in the remainder of this cover page shall not be deemed to be “filed” for the purpose of Section 18 of the Securities Exchange Act of 1934 (“Act”) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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CUSIP No. 159179100

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## 1 NAMES OF REPORTING PERSONS

New Enterprise Associates 12, Limited Partnership

## 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

(a) ☐(b) ☐

## 3 SEC USE ONLY

## 4 CITIZENSHIP OR PLACE OF ORGANIZATION

Delaware

5 SOLE VOTING POWER

NUMBER OF  
SHARES6 0 shares  
SHARED VOTING POWER

BENEFICIALLY

OWNED BY

7 2,628,733 shares  
SOLE DISPOSITIVE POWER

EACH

REPORTING

PERSON

WITH

8 0 shares  
SHARED DISPOSITIVE POWER

2,628,733 shares

## 9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

2,628,733 shares

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS) ☐

## 11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11.1%

## 12 TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

PN

CUSIP No. 159179100

13G

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## 1 NAMES OF REPORTING PERSONS

NEA Partners 12, Limited Partnership

## 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

(a) ☐(b) ☐

## 3 SEC USE ONLY

## 4 CITIZENSHIP OR PLACE OF ORGANIZATION

Delaware

5 SOLE VOTING POWER

NUMBER OF  
SHARES6 0 shares  
SHARED VOTING POWER

BENEFICIALLY

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7 2,628,733 shares  
SOLE DISPOSITIVE POWER

EACH

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PERSON

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8 0 shares  
SHARED DISPOSITIVE POWER

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11.1%

## 12 TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

PN

CUSIP No. 159179100

13G

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## 1 NAMES OF REPORTING PERSONS

NEA 12 GP, LLC

## 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

(a) ☐(b) ☐

## 3 SEC USE ONLY

## 4 CITIZENSHIP OR PLACE OF ORGANIZATION

Delaware

5 SOLE VOTING POWER

NUMBER OF

SHARES

6 0 shares SHARED VOTING POWER

BENEFICIALLY

OWNED BY

EACH

7 2,628,733 shares SOLE DISPOSITIVE POWER

REPORTING

PERSON

WITH

8 0 shares SHARED DISPOSITIVE POWER

2,628,733 shares

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## 11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11.1%

## 12 TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

OO

CUSIP No. 159179100

13G

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## 1 NAMES OF REPORTING PERSONS

M. James Barrett

## 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

(a) ☐(b) ☐

## 3 SEC USE ONLY

## 4 CITIZENSHIP OR PLACE OF ORGANIZATION

United States citizen

5

SOLE VOTING POWER

NUMBER OF  
SHARES

6

0 shares

SHARED VOTING POWER

BENEFICIALLY

OWNED BY  
EACH

7

2,628,733 shares

SOLE DISPOSITIVE POWER

REPORTING

PERSON  
WITH

8

0 shares

SHARED DISPOSITIVE POWER

2,628,733 shares

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## 11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11.1%

## 12 TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

IN

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## 1 NAMES OF REPORTING PERSONS

Peter J. Barris

## 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

(a) ☐(b) ☐

## 3 SEC USE ONLY

## 4 CITIZENSHIP OR PLACE OF ORGANIZATION

United States

5 SOLE VOTING POWER

NUMBER OF  
SHARES0 shares  
6 SHARED VOTING POWER

BENEFICIALLY

OWNED BY

2,628,733 shares  
7 SOLE DISPOSITIVE POWER

EACH

REPORTING

PERSON

0 shares  
8 SHARED DISPOSITIVE POWER

WITH

2,628,733 shares

## 9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

2,628,733 shares

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## 11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11.1%

## 12 TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

IN

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## 1 NAMES OF REPORTING PERSONS

Forest Baskett

## 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

(a) ☐(b) ☐

## 3 SEC USE ONLY

## 4 CITIZENSHIP OR PLACE OF ORGANIZATION

United States citizen

5 SOLE VOTING POWER

NUMBER OF

SHARES

6 0 shares SHARED VOTING POWER

BENEFICIALLY

OWNED BY

EACH

7 2,628,733 shares SOLE DISPOSITIVE POWER

REPORTING

PERSON

WITH

8 0 shares SHARED DISPOSITIVE POWER

2,628,733 shares

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2,628,733 shares

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## 11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11.1%

## 12 TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

IN



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## 1 NAMES OF REPORTING PERSONS

Ryan D. Drant

## 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

(a) ☐(b) ☐

## 3 SEC USE ONLY

## 4 CITIZENSHIP OR PLACE OF ORGANIZATION

United States citizen

5

SOLE VOTING POWER

NUMBER OF

SHARES

6

0 shares

SHARED VOTING POWER

BENEFICIALLY

OWNED BY

EACH

7

2,628,733 shares

SOLE DISPOSITIVE POWER

REPORTING

PERSON

WITH

8

0 shares

SHARED DISPOSITIVE POWER

2,628,733 shares

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## 11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11.1%

## 12 TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

IN

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## 1 NAMES OF REPORTING PERSONS

Patrick J. Kerins

## 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

(a) ☐(b) ☐

## 3 SEC USE ONLY

## 4 CITIZENSHIP OR PLACE OF ORGANIZATION

United States citizen

5

SOLE VOTING POWER

NUMBER OF  
SHARES

6

0 shares

SHARED VOTING POWER

BENEFICIALLY

OWNED BY

EACH

REPORTING

PERSON

WITH

7

2,628,733 shares

SOLE DISPOSITIVE POWER

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SHARED DISPOSITIVE POWER

2,628,733 shares

## 9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

2,628,733 shares

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## 11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11.1%

## 12 TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

IN

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## 1 NAMES OF REPORTING PERSONS

Krishna S. Kolluri

## 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

(a) ☐(b) ☐

## 3 SEC USE ONLY

## 4 CITIZENSHIP OR PLACE OF ORGANIZATION

United States citizen

5

SOLE VOTING POWER

NUMBER OF  
SHARES

6

0 shares

SHARED VOTING POWER

BENEFICIALLY

OWNED BY

EACH

REPORTING

PERSON

WITH

7

2,628,733 shares

SOLE DISPOSITIVE POWER

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SHARED DISPOSITIVE POWER

2,628,733 shares

## 9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

2,628,733 shares

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## 11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11.1%

## 12 TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

IN

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## 1 NAMES OF REPORTING PERSONS

Scott D. Sandell

## 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

(a) ☐(b) ☐

## 3 SEC USE ONLY

## 4 CITIZENSHIP OR PLACE OF ORGANIZATION

United States citizen

5

SOLE VOTING POWER

NUMBER OF  
SHARES

6

0 shares

SHARED VOTING POWER

BENEFICIALLY

OWNED BY

EACH

REPORTING

PERSON

WITH

7

2,628,733 shares

SOLE DISPOSITIVE POWER

8

0 shares

SHARED DISPOSITIVE POWER

2,628,733 shares

## 9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

2,628,733 shares

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS) ☐

## 11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11.1%

## 12 TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

IN

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Item 1(a).

Name of Issuer:

ChannelAdvisor Corporation (the “Issuer”).

Item 1(b).

Address of Issuer’s Principal Executive Offices:

2701 Aerial Center Parkway, Morrisville, NC 27560.

Item 2(a).

Names of Persons Filing:

New Enterprise Associates 12, Limited Partnership (“NEA 12”); NEA Partners 12, Limited Partnership (“NEA Partners 12”), which is the sole general partner of NEA 12; NEA 12 GP, LLC (“NEA 12 GP”), which is the sole general partner of NEA Partners 12; and M. James Barrett (“Barrett”), Peter J. Barris (“Barris”), Forest Baskett (“Baskett”), Ryan D. Drant (“Drant”), Patrick J. Kerins (“Kerins”), Krishna S. Kolluri (“Kolluri”) and Scott D. Sandell (“Sandell”) (collectively, the “Managers”). The Managers are the individual managers of NEA 12 GP. NEA 12, NEA Partners 12, NEA 12 GP and the Managers are sometimes referred to individually herein as a “Reporting Person” and collectively as the “Reporting Persons.”

Item 2(b).

Address of Principal Business Office or, if None, Residence:

The address of the principal business office of NEA 12, NEA Partners 12 and NEA 12 GP is New Enterprise Associates, 1954 Greenspring Drive, Suite 600, Timonium, MD 21093. The address of the principal business office of Baskett, Kolluri and Sandell is New Enterprise Associates, 2855 Sand Hill Road, Menlo Park, California 94025. The address of the principal business office of Barrett, Barris, Drant and Kerins is New Enterprise Associates, 5425 Wisconsin Avenue, Suite 800, Chevy Chase, MD 20815.

Item 2(c).

Citizenship:

Each of NEA 12 and NEA Partners 12 is a limited partnership organized under the laws of the State of Delaware. NEA 12 GP is a limited liability company organized under the laws of the State of Delaware. Each of the Managers is a United States citizen.

Item 2(d).

Title of Class of Securities:

Common Stock, \$.001 par value (“Common Stock”).

Item 2(e).

CUSIP Number:

159179100

Item 3. If this statement is filed pursuant to §§ 240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is  
a:

Not applicable.

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## Item 4. Ownership.

- (a) Amount beneficially owned: NEA 12 is the record owner of 1,661,357 shares of Common Stock as of December 31, 2013 (the "Shares"). NEA 12 also holds warrants to purchase 967,376 shares of Common Stock of the Issuer (the "Warrant Shares") as of December 31, 2013. NEA 12 may be deemed to own beneficially the Warrant Shares, the ownership of which, when added to the Shares, would cause NEA 12 to own a total of 2,628,733 shares of Common Stock of the Issuer (the "Total NEA Shares"). As the sole general partner of NEA 12, NEA Partners 12 may be deemed to own beneficially the Total NEA Shares. As the general partner of NEA Partners 12, NEA 12 GP likewise may be deemed to own beneficially the Total NEA Shares. As the individual Managers of NEA 12 GP, each of the Managers also may be deemed to own beneficially the Total NEA Shares.
- (b) Percent of Class: See Line 11 of cover sheets. The percentages set forth on the cover sheets for each Reporting Person are calculated based on (i) 22,672,635 shares of Common Stock reported by the Issuer to be outstanding immediately following the offering on the Issuer's prospectus filed under Rule 424(b)(4), filed with the Securities and Exchange Commission on November 6, 2013 and (ii) the Warrant Shares.

## (c) Number of shares as to which such person has:

- (i) sole power to vote or to direct the vote: See Line 5 of cover sheets.
- (ii) shared power to vote or to direct the vote: See Line 6 of cover sheets.
- (iii) sole power to dispose or to direct the disposition of: See Line 7 of cover sheets.
- (iv) shared power to dispose or to direct the disposition of: See Line 8 of cover sheets.

Each Reporting Person disclaims beneficial ownership of such shares of Common Stock except for the shares, if any, such Reporting Person holds of record.

## Item 5. Ownership of Five Percent or Less of a Class.

Not applicable.

## Item 6. Ownership of More than Five Percent on Behalf of Another Person.

Not applicable.

## Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person.

Not applicable.

Item 8. Identification and Classification of Members of the Group.

Not applicable. The Reporting Persons expressly disclaim membership in a “group” as used in Rule 13d-5(b).

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Item 9. Notice of Dissolution of Group.

Not applicable.

Item 10. Certification.

Not applicable. This Schedule 13G is not filed pursuant to Rule 13d-1(b) or Rule 13d-1(c).

Material to be Filed as Exhibits.

Exhibit 1 – Agreement regarding filing of joint Schedule 13G.

Exhibit 2 – Power of Attorney regarding filings under the Securities Exchange Act of 1934, as amended.

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SIGNATURE

After reasonable inquiry and to the best of its knowledge and belief, each of the undersigned certifies that the information set forth in this statement is true, complete and correct.

Date: January 31, 2014

NEW ENTERPRISE ASSOCIATES 12, LIMITED PARTNERSHIP

By: NEA PARTNERS 12, LIMITED PARTNERSHIP  
General Partner

By: NEA 12 GP, LLC  
General Partner

By: \*  
Peter J. Barris  
Manager

NEA PARTNERS 12, LIMITED PARTNERSHIP

By: NEA 12 GP, LLC  
General Partner

By: \*  
Peter J. Barris  
Manager

NEA 12 GP, LLC

By: \*  
Peter J. Barris  
Manager

\*  
\_\_\_\_\_  
Michael  
James  
Barrett

\*  
\_\_\_\_\_

Peter  
J.  
Barris

\*

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Forest  
Baskett

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Ryan  
D.  
Drant

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13G

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Patrick  
J.  
Kerins

\*

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Krishna S.  
Kolluri

\*

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Scott D.  
Sandell

\*/s/ Louis S. Citron

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Louis S. Citron  
As attorney-in-fact

This Schedule 13G was executed by Louis S. Citron on behalf of the individuals listed above pursuant to a Power of Attorney a copy of which is attached as Exhibit 2.



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EXHIBIT 1

AGREEMENT

Pursuant to Rule 13d-1(k)(1) under the Securities Exchange Act of 1934, the undersigned hereby agree that only one statement containing the information required by Schedule 13G need be filed with respect to the ownership by each of the undersigned of shares of stock of ChannelAdvisor Corporation.

EXECUTED this 31st day of January, 2014

NEW ENTERPRISE ASSOCIATES 12, LIMITED PARTNERSHIP

By: NEA PARTNERS 12, LIMITED PARTNERSHIP  
General Partner

By: NEA 12 GP, LLC  
General Partner

By: \*  
Peter J. Barris  
Manager

NEA PARTNERS 12, LIMITED PARTNERSHIP

By: NEA 12 GP, LLC  
General Partner

By: \*  
Peter J. Barris  
Manager

NEA 12 GP, LLC

By: \*  
Peter J. Barris  
Manager

\*  
\_\_\_\_\_  
M.  
James

Barrett

\*

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Peter

J.

Barris

\*

---

Forest

Baskett

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13G

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\*

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Ryan  
D.  
Drant

\*

---

Patrick  
J.  
Kerins

\*

---

Krishna  
S.  
Kolluri

\*

---

Scott D.  
Sandell

\*/s/ Louis S. Citron

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Louis S. Citron  
As attorney-in-fact

This Agreement relating to Schedule 13G was executed by Louis S. Citron on behalf of the individuals listed above pursuant to a Power of Attorney a copy of which is attached hereto as Exhibit 2.



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13G

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EXHIBIT 2

POWER OF ATTORNEY

KNOW ALL MEN BY THESE PRESENTS, that the undersigned hereby constitutes and appoints Louis S. Citron, Timothy Schaller, Sasha Keough and Stephanie Brecher, and each of them, with full power to act without the others, his or her true and lawful attorney-in-fact, with full power of substitution, to sign any and all instruments, certificates and documents that may be necessary, desirable or appropriate to be executed on behalf of himself as an individual or in his or her capacity as a direct or indirect general partner, director, officer or manager of any partnership, corporation or limited liability company, pursuant to section 13 or 16 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), and any and all regulations promulgated thereunder, and to file the same, with all exhibits thereto, and any other documents in connection therewith, with the Securities and Exchange Commission, and with any other entity when and if such is mandated by the Exchange Act or by the Financial Industry Regulatory Authority, granting unto said attorney-in-fact full power and authority to do and perform each and every act and thing necessary, desirable or appropriate, fully to all intents and purposes as he or she might or could do in person, thereby ratifying and confirming all that said attorney-in-fact, or his or her substitutes, may lawfully do or cause to be done by virtue hereof.

IN WITNESS WHEREOF, this Power of Attorney has been signed as of the 1st day of August, 2013.

/s/ M. James Barrett  
M. James Barrett

/s/ Peter J. Barris  
Peter J. Barris

/s/ Forest Baskett  
Forest Baskett

/s/ Rohini Chakravarthy  
Rohini Chakravarthy

/s/ Patrick Chung  
Patrick Chung

/s/ Ryan Drant  
Ryan Drant

/s/ Anthony A. Florence  
Anthony A. Florence

/s/ Robert Garland  
Robert Garland

/s/ Paul Hsiao  
Paul Hsiao

/s/ Patrick J. Kerins  
Patrick J. Kerins

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/s/ Suzanne King  
Suzanne King

/s/ Krishna S. Kolluri  
Krishna S. Kolluri

/s/ C. Richard Kramlich  
C. Richard Kramlich

/s/ Edward Mathers  
Edward Mathers

/s/ David M. Mott  
David M. Mott

/s/ John M. Nehra  
John M. Nehra

/s/ Charles W. Newhall III  
Charles W. Newhall III

/s/ Jason R. Nunn  
Jason R. Nunn

/s/ Jon Sakoda  
Jon Sakoda

/s/ Scott D. Sandell  
Scott D. Sandell

/s/ Peter W. Sonsini  
Peter W. Sonsini

/s/ A. Brooke Seawell  
A. Brooke Seawell

/s/ Ravi Viswanathan  
Ravi Viswanathan

/s/ Paul E. Walker  
Paul E. Walker

/s/ Harry Weller  
Harry Weller



