



## GoDaddy and LegalZoom Partner to Support Open Agentic Web

April 2, 2026

*LegalZoom AI agent certified through ANS, giving it global credibility and identity*

TEMPE, Ariz., April 2, 2026 /PRNewswire/ -- LegalZoom.com, Inc. (Nasdaq: LZ), America's #1 online legal services company, and GoDaddy (NYSE: GDDY), global leader in domains and tech for small businesses, have entered into a partnership to protect the rapidly expanding agentic open web for small and medium-sized businesses.



AI agents now act as more than simple fact-finding companions. They communicate with one another and complete tasks independently—and occasionally [go rogue](#). As enterprises roll out AI agents across different platforms, users lack a consistent way to verify where an agent came from, who published it, and most importantly, whether it can be trusted.

Agent Name Service (ANS) is an open standard built to help solve this high-stakes challenge. ANS employs the same core infrastructure that powers today's internet: domain name system (DNS) and public key infrastructure (PKI) certificates. It requires each registered AI agent to be assigned a unique, human-readable name and a cryptographically verifiable identity. This lets agents be discovered, verified and governed across the open web.

### LegalZoom and GoDaddy support the ANS open standard

As a driving force behind enhancing the ANS open standard, GoDaddy turned the blueprint into reality with GoDaddy ANS, the first public implementation of the open standard where anyone can publish and verify agents in minutes.

In support of that blueprint, LegalZoom registered its first AI agent, leveraging GoDaddy ANS. The LegalZoom agent is a Model Context Protocol (MCP) server that integrates LegalZoom's legal services directly into AI assistants such as Anthropic's Claude and enables users to connect with real attorneys, scan and share legal documents, and manage legal consultations.

GoDaddy ANS provides cryptographic verification that confirms the agent is legitimately owned and operated by LegalZoom using DNS as the root of trust, so other AI systems can find and verify the LegalZoom MCP agent. By registering the agent on GoDaddy ANS, it can be discovered not just by humans, but other agents as well at internet scale.

"AI agents will transform how legal services are delivered, but their value depends on verifiable identity and human accountability," said Aaron Stibel, chief customer & business officer at LegalZoom. "Partnering with GoDaddy to publish our MCP Agent on ANS lets LegalZoom deliver trusted legal experiences at scale across the open web. Customers and their AI assistants can confidently discover the real LegalZoom and our attorney-backed solutions that raise the bar on accountability and trust."

### The ANS standard makes the open web safer

Here's what ANS delivers in practice:

- Publishes each AI agent as a DNS record, discoverable worldwide in seconds
- Enables any person or system to confirm an agent's origin with a simple DNS query
- Provides cryptographic proof that the agent is bound to a verified domain, so other systems can confirm who operates it
- Works with any ANS-compatible registry, including GoDaddy ANS

"Trust is the currency of online business," said Travis Muhlestein, chief technology officer of product AI at GoDaddy. "LegalZoom's partnership and publishing its AI agent through ANS shows how powerful open identity can be. Each organization that registers an agent strengthens the standard and makes the whole AI ecosystem a safer, more open place to do business."

To discover agents verified through GoDaddy ANS or to register an agent, visit [GoDaddy.com/ANS](https://GoDaddy.com/ANS).

### About GoDaddy

GoDaddy, the world's largest domain name registrar, helps millions of entrepreneurs globally start, grow, and scale their businesses. People come to GoDaddy to name their idea, build a website and logo, sell their products and services and accept payments. GoDaddy Airo®, the company's AI-powered experience, makes growing a small business faster and easier by helping them to get their idea online in minutes, drive traffic and boost sales. GoDaddy's expert guides are available 24/7 to provide assistance. To learn more about the company, visit [www.GoDaddy.com](https://www.GoDaddy.com).

### About LegalZoom

LegalZoom is a leading online platform for legal services, transforming how individuals and small businesses navigate the legal system. By combining intuitive technology with access to experienced attorneys—whether through our vast independent attorney network or our own law firm—we offer the tools and guidance people need to confidently manage everything from business formation and compliance to intellectual property protection and

ongoing business management and legal support.

As AI reshapes how legal work gets done, LegalZoom is at the forefront of the human-in-the-loop approach, ensuring that the speed and efficiency of AI is always backed by the judgment and accountability of qualified professionals. With over two decades of experience and millions of customers served, LegalZoom helps individuals and small businesses navigate legal needs with confidence. For more information, please visit [www.legalzoom.com](http://www.legalzoom.com).

 View original content to download multimedia: <https://www.prnewswire.com/news-releases/godaddy-and-legalzoom-partner-to-support-open-agentic-web-302732606.html>

SOURCE GoDaddy Inc.

Megan O'Neal, pr@godaddy.com