

Sales and marketing	668	1,235	3,738	2,553	4,524
General and administrative	3,462	4,603	7,604	5,193	11,675
Total	<u>\$8,114</u>	<u>\$14,658</u>	<u>\$36,100</u>	<u>\$ 24,653</u>	<u>\$49,486</u>

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As of December 31, 2014, there was \$177.9 million of total unrecognized compensation cost related to outstanding stock options and restricted stock awards that is expected to be recognized over a weighted average period of 2.86 years. As of September 30, 2015, there was \$228.5 million of total unrecognized compensation cost related to outstanding stock options and restricted stock awards that is expected to be recognized over a weighted average period of 3.18 years.

NOTE 14—NET LOSS PER SHARE

Basic net loss per share is computed by dividing the net loss by the weighted-average number of shares of common stock outstanding during the period. Diluted loss per share is the same as basic loss per share for all years presented because the effects of potentially dilutive items were anti-dilutive given the Company's net loss.

The following table presents the calculation of basic and diluted net loss per share (in thousands, except per share data):

	Year Ended December 31,			Nine Months Ended September 30,	
	2012	2013	2014	2014	2015
	(Unaudited)				
Net loss	\$ (85,199)	\$ (104,493)	\$ (154,093)	\$ (117,021)	\$ (131,528)
Basic shares:					
Weighted-average common shares outstanding	131,261	132,562	148,876	146,997	153,965
Weighted-average unvested shares	(12,041)	(4,717)	(6,834)	(6,973)	(4,907)
Weighted-average shares used to compute basic net loss per share	<u>119,220</u>	<u>127,845</u>	<u>142,042</u>	<u>140,024</u>	<u>149,058</u>
Diluted shares:					
Weighted-average shares used to compute diluted net loss per share	<u>119,220</u>	<u>127,845</u>	<u>142,042</u>	<u>140,024</u>	<u>149,058</u>
Loss per share:					
Basic	\$ (0.71)	\$ (0.82)	\$ (1.08)	\$ (0.84)	\$ (0.88)
Diluted	\$ (0.71)	\$ (0.82)	\$ (1.08)	\$ (0.84)	\$ (0.88)

The following potential common shares were excluded from the calculation of diluted net loss per share attributable to common stockholders because their effect would have been anti-dilutive for the periods presented (in thousands):

	Year Ended December 31,			Nine Months Ended September 30,	
	2012	2013	2014	2014	2015
	(Unaudited)				
Stock options	51,687	71,463	87,471	85,529	106,234
Common stock warrants	15,762	15,762	15,762	15,762	9,457
Preferred stock warrants	87	87	87	87	87
Convertible preferred stock	134,529	134,529	135,253	132,019	135,253
Total anti-dilutive securities	<u>202,065</u>	<u>221,841</u>	<u>238,573</u>	<u>233,397</u>	<u>251,031</u>

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