

Form PTO-1595 (Rev. 01-09)  
OMB No. 0651-0027 (exp. 02/28/2009)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

## RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)**

1) Tom Taira  
2) Scott Painter  
3) Chris Taylor

Additional name(s) of conveying party(ies) attached? ☒ Yes ☐ No

**3. Nature of conveyance/Execution Date(s):**

Execution Date(s) 1) 11/17/09; 2) 11/17/09; 3) 11/18/09

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Joint Research Agreement  
☐ Government Interest Assignment  
☐ Executive Order 9424, Confirmatory License  
☐ Other \_\_\_\_\_

**2. Name and address of receiving party(ies)**

Name: TrueCar.com

Internal Address: \_\_\_\_\_

Street Address: 525 Broadway, 3RD Floor

City: Santa Monica

State: CA

Country: US Zip: 90401

Additional name(s) & address(es) attached? ☐ Yes ☒ No

**4. Application or patent number(s):**

☐ This document is being filed together with a new application.

A. Patent Application No.(s)

B. Patent No.(s)

12/556,109 (TCAR1120-1)

Additional numbers attached? ☐ Yes ☒ No

**5. Name and address to whom correspondence concerning document should be mailed:**

Name: Sprinkle IP Law Group (Cust. No. 44654)

Internal Address: \_\_\_\_\_

Street Address: 1301 W. 25th Street, Suite 408

City: Austin

State: Texas Zip: 78705

Phone Number: 512-637-9220

Fax Number: 512-371-9088

Email Address: \_\_\_\_\_

**6. Total number of applications and patents involved: 1****7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00**

- ☒ Authorized to be charged to deposit account  
☐ Enclosed  
☐ None required (government interest not affecting title)

**8. Payment Information**

Deposit Account Number: 503183

Authorized User Name: Ari G. Akmal

**9. Signature:**

Ari G. Akmal, Reg. No. 51,388

Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments, and documents: 7

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1460, Alexandria, V.A. 22313-1460

CH \$40.00 503183 12556109

700424384

**PATENT**  
**REEL: 023619 FRAME: 0612**

Form PTO-1595 (Cont'd)

Attorney Docket No.: **TCAR1120-1**

Serial No. 12/556,109

**RECORDATION FORM COVER SHEET  
PATENTS ONLY****Additional Name of Conveying party(ies):**

- 4) Robert Taylor
- 5) Mike Swinson

**Execution Date(s):**

11/20/2009

11/20/2009

ATTORNEY DOCKET  
TCAR1120-1

PATENT APPLICATION  
Serial No. 12/556,109

- 1 of 2 -

ASSIGNMENT

This Assignment is made by **Tom Taira of Santa Monica, CA; Scott Painter of Bel Air, CA; Chris Taylor of Austin, TX; Robert Taylor of Scottsdale, AZ; and Mike Swinson of Santa Monica, CA** ("Assignors").

WHEREAS, Assignors have invented a new and useful invention entitled **"SYSTEM AND METHOD FOR CALCULATING AND DISPLAYING PRICE DISTRIBUTIONS BASED ON ANALYSIS OF TRANSACTIONS"**, for which an application for United States Letters Patent was made on **September 9, 2009**, bearing an application number of **12/556,109**; and

WHEREAS, Assignors believe themselves to be the original inventors of the invention including any and all improvements disclosed in said application ("Invention"); and

WHEREAS, the parties desire to have a recordable instrument assigning the entire right, title and interest in and to said Invention, said application, on any subsequently filed divisional, continuation, continuation-in-part, re-examination, reissue or other application for protection ("Applications"), and any patents, invention registrations or other forms of protection ("Patents") that may be granted for said Invention from any Applications in the United States and throughout the world;

NOW, THEREFORE, in accordance with the obligations to assign the Invention and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors hereby sell, assign, and transfer to **TrueCar.com** having a principal place of business at **525 Broadway, 3<sup>rd</sup> Floor, Santa Monica, CA 90401** (hereinafter referred to as "Assignee"), the entire right, title, and interest in and to said Invention, said Applications and any Patents that may be granted for said Invention in the United States and throughout the world, including the right to file foreign applications directly in the name of the Assignee and to claim for any such foreign applications any priority rights to which such applications are entitled under international conventions, treaties, or otherwise.

Assignors agree that, upon request and without further compensation, but at no expense to Assignors, they and/or their legal representatives and assigns will do all lawful acts, including the execution of papers and the giving of testimony, that may be necessary or desirable for obtaining, sustaining, reissuing, or enforcing the Patents in the United States and throughout the world for said Invention, and for perfecting, recording, or maintaining the title of Assignee, its successors and assigns, to said Invention, said application, and any Patents granted for said Invention in the United States and throughout the world.

**ATTORNEY DOCKET**  
**TCAR1120-1**

**PATENT APPLICATION**  
**Serial No. 12/556,109**

- 2 of 2 -

Assignors authorize and request the Commissioner for Patents of the United States and of all foreign countries to issue any Patents granted for said Invention, whether on said application or on any subsequently filed divisional, continuation, continuation-in-part, re-examination, reissue or other application, to Assignee, its successors and assigns, as the assignee of the entire interest in said Invention.

IN WITNESS WHEREOF, Assignors have executed this Assignment on the dates provided below.

Name of Sole/First Inventor:

**Tom Talra**

Signature:



Date:

12/17/2009

Name of Additional Inventor:

**Scott Painter**

Signature:

\_\_\_\_\_

Date:

\_\_\_\_\_

Name of Additional Inventor:

**Chris Taylor**

Signature:

\_\_\_\_\_

Date:

\_\_\_\_\_

Name of Additional Inventor:

**Robert Taylor**

Signature:

\_\_\_\_\_

Date:

\_\_\_\_\_

Name of Additional Inventor:

**Mike Swinson**

Signature:

\_\_\_\_\_

Date:

\_\_\_\_\_

ATTORNEY DOCKET  
TCAR1120-1

PATENT APPLICATION  
Serial No. 12/556,109

- 2 of 2 -

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IN WITNESS WHEREOF, Assignors have executed this Assignment on the dates provided below.

Name of Sole/First Inventor:

Tom Talra

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name of Additional Inventor:

Scott Palinter

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name of Additional Inventor:

Chris Taylor

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name of Additional Inventor:

Robert Taylor

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name of Additional Inventor:

Mike Swinson

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

ATTORNEY DOCKET  
TCAR1120-1

PATENT APPLICATION  
Serial No. 12/556,109

- 2 of 2 -

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Name of Sole/First Inventor: Tom Talra

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name of Additional Inventor: Scott Painter

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name of Additional Inventor: Chris Taylor

Signature:  \_\_\_\_\_

Date: 11-18-09

Name of Additional Inventor: Robert Taylor

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name of Additional Inventor: Mike Swinson

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

ATTORNEY DOCKET  
TCAR1120-1PATENT APPLICATION  
Serial No. 12/556,109

- 2 of 2 -

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IN WITNESS WHEREOF, Assignors have executed this Assignment on the dates provided below.

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Name of Sole/First Inventor: **Tom Taira**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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Name of Additional Inventor: **Scott Painter**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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Name of Additional Inventor: **Chris Taylor**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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Name of Additional Inventor: **Robert Taylor**Signature:  \_\_\_\_\_Date: 11/24/09

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Name of Additional Inventor: **Mike Swinson**Signature:  \_\_\_\_\_Date: 11/20/09