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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. Michael Swinson
- 2. Param Pash Kaur Dhillon
- 3. Thomas J. Sullivan
- 4. Xingchu Liu

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

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

Execution Date(s) (1)-(3) 08-31-2011; (4) 09-14-2011

- 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, Inc.

Internal Address: _____

Street Address: 225 Santa Monica Blvd., 6th 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)

13/173,357 (Atty. Docket No. TCAR1200)

B. Patent No.(s)

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: Katharina W. Schuster

9. Signature:

Katharina W. Schuster
Signature

Sept. 15, 2011
Date

Katharina W. Schuster, Reg. No. 50,000
Name of Person Signing

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

3

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 1450, Alexandria, V.A. 22313-1450

PATENT

CH \$40.00 503183 13173357

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TCAR1200

PATENT APPLICATION
SERIAL NO. 13/173,357

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ASSIGNMENT

This Assignment is made by Michael Swinson, of Santa Monica, CA, Param Pash Kaur Dhillon, of Sherman Oaks, CA, Thomas J. Sullivan, of Santa Monica, CA, and Xingchu Liu, of Los Angeles, CA ("Assignors").

WHEREAS, Assignors have invented a new and useful invention entitled "SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR GEO-SPECIFIC VEHICLE PRICING", for which an application for United States Letters Patent was made on June 30, 2011, bearing an application number of 13/173,357; 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, Inc. having a principal place of business at 225 Santa Monica Blvd, 6th 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.

Assignors represent and warrant that they have not granted and will not grant to others any rights inconsistent with the rights granted herein.

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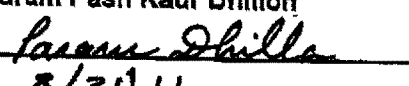
PATENT APPLICATION
SERIAL NO. 13/173,357

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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:	Michael Swinson
Signature:	
Date:	8/31/11

Name of Additional Inventor:	Param Pash Kaur Dhillon
Signature:	
Date:	8/31/11

Name of Additional Inventor:	Thomas J. Sullivan
Signature:	
Date:	8/31/2011

Name of Additional Inventor:	Xingchu Liu
Signature:	
Date:	09/14/2011