

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
- 4) Robert Taylor
- 5) Michael Swinson

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

2. Name and address of receiving party(ies)

Name: TrueCar.com, Inc.

Internal Address: _____

Street Address: 225 Santa Monica Blvd

12TH Floor

City: Santa Monica

State: CA

Country: USA

Zip: 90401

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

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

Execution Date(s) 1-2) 11/17/09; 3) 11/18/09; 4-5) 11/20/09

- Assignment Merger
 Security Agreement Change of Name
 Joint Research Agreement
 Government Interest Assignment
 Executive Order 9424, Confirmatory License
 Corrective Document for Assignment originally
 Other recorded at Reel/Frame 023619 / 0683

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)

Application No. 12/556,076 (docket TCAR1110-1)

Additional numbers attached? Yes No

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

Name: Sprinkle IP Law Group

Internal Address: _____

Street Address: 1301 West 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: one

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:


Signature

August 16, 2012
Date

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

Name of Person Signing

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

37

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

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USPTO

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Fax Server

TO: SPRINKLE IP LAW GROUP

MPANY: 1301 W. 25TH STREET

DEC-07-2009 MON 11:14 AM SPRINKLE IP LAW GROUP


FAX NO. 512 371 9088

P. 02

12/07/2009
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Form PTO-1595 (Rev. 01-09)
OMB No. 0651-0027 (exp. 02/28/2009)

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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) Tom Tara 2) Scott Painter 3) Chris Taylor Additional name(s) of conveying party(ies) attached? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	2. Name and address of receiving party(ies) Name: <u>TrueCar.com</u> Internal Address: _____ Street Address: <u>525 Broadway, 3RD Floor</u> City: <u>Santa Monica</u> State: <u>CA</u> Country: <u>US</u> Zip: <u>90401</u> Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
3. Nature of conveyance/Execution Date(s): Execution Date(s) <u>11/17/09; 11/17/09; 11/18/09</u> <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Joint Research Agreement <input type="checkbox"/> Government Interest Assignment <input type="checkbox"/> Executive Order 9424, Confirmatory License <input type="checkbox"/> Other _____	4. Application or patent number(s): <input type="checkbox"/> This document is being filed together with a new application. A. Patent Application No.(s) <u>12/556,076 (TCAR1110-1)</u> B. Patent No.(s) Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
5. Name and address to whom correspondence concerning document should be mailed: Name: <u>Sprinkle IP Law Group (Cust. No. 44654)</u> Internal Address: _____ Street Address: <u>1301 W. 25th Street, Suite 408</u> City: <u>Austin</u> State: <u>Texas</u> Zip: <u>78705</u> Phone Number: <u>512-637-9220</u> Fax Number: <u>512-371-9088</u> Email Address: _____	6. Total number of applications and patents involved: <u>1</u> 7. Total fee (37 CFR 1.21(h) & 3.41) <u>\$ 40.00</u> <input checked="" type="checkbox"/> Authorized to be charged to deposit account <input type="checkbox"/> Enclosed <input type="checkbox"/> None required (government interest not affecting title)
8. Signature:  Signature <u>Ar G. Akmal, Reg. No. 51,388</u> Name of Person Signing	8. Payment information Deposit Account Number: <u>503183</u> Authorized User Name: <u>Ar G. Akmal</u> Date: <u>12-7-2009</u> Total number of pages including cover sheet, attachments, and documents: <u>7</u>

Documents to be recorded (including cover sheet) should be filed to (R71) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1480, Alexandria, VA, 22313-1480

ATTORNEY DOCKET
TCAR1110-1

PATENT APPLICATION
Serial No. 12/556,076

- 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 AGGREGATION, ANALYSIS, PRESENTATION AND MONETIZATION OF PRICING DATA FOR VEHICLES AND OTHER COMMODITIES", for which an application for United States Letters Patent was made on September 9, 2009, bearing an application number of 12/556,076; 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, Inc. *201112* having a principal place of business at 525 Broadway, 3rd 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.

PATENT
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ATTORNEY DOCKET
TCAR1110-1

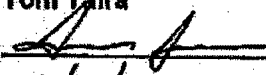
PATENT APPLICATION
Serial No. 12/556,076

- 2 of 2 -

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

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:	11/17/09

Name of Additional Inventor:	Scott Painter
Signature:	_____
Date:	_____

Name of Additional Inventor:	Chris Taylor
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Date:	_____

Name of Additional Inventor:	Robert Taylor
Signature:	_____
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Name of Additional Inventor:	Mike Swinson
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PATENT APPLICATION
Serial No. 12/556,076


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Name of Additional Inventor:	Mike Swinson
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PATENT APPLICATION
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Name of Additional Inventor:	Chris Taylor
Signature:	_____
Date:	_____

Name of Additional Inventor:	Robert Taylor
Signature:	
Date:	11/20/05

Name of Additional Inventor:	Mike Swinson
Signature:	
Date:	11/20/09

ATTORNEY DOCKET
TCAR1110-1

PATENT APPLICATION
Serial No. 12/556,076

- 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 AGGREGATION, ANALYSIS, PRESENTATION AND MONETIZATION OF PRICING DATA FOR VEHICLES AND OTHER COMMODITIES**", for which an application for United States Letters Patent was made on **September 9, 2009**, bearing an application number of **12/556,076**; 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, Inc.** P
6/20/12 having a principal place of business at **525 Broadway, 3rd 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.

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PATENT
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ATTORNEY DOCKET
TCAR1110-1


PATENT APPLICATION
Serial No. 12/556,076

- 2 of 2 -

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PATENT APPLICATION
Serial No. 12/556,076

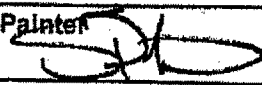
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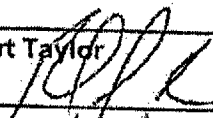
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PATENT APPLICATION
Serial No. 12/556,076

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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, Inc. *CF 6/21/12* TrueCar.com having a principal place of business at 525 Broadway, 3rd 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.

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PATENT
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ATTORNEY DOCKET
TCAR1110-1


PATENT APPLICATION
Serial No. 12/556,076

- 2 of 2 -

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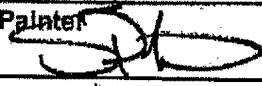
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6/21/12
 having a principal place of business at **525 Broadway, 3rd Floor, Santa Monica, CA 90401** (hereinafter referred to as "Assignee"), the entire right, title, and interest in and to said Invention, said Applications and any Patents that may 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.

PATENT
REEL: 028805 FRAME: 0514

ATTORNEY DOCKET
TCAR1110-1

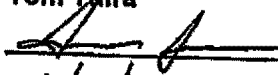
PATENT APPLICATION
Serial No. 12/556,076

- 2 of 2 -

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

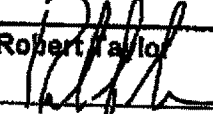
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IN WITNESS WHEREOF, Assignors have executed this Assignment on the dates provided below.

 Name of Sole/First Inventor: **Tom Talra**
 Signature: 
 Date: 11/17/09

 Name of Additional Inventor: **Scott Painter**
 Signature: _____
 Date: _____

 Name of Additional Inventor: **Chris Taylor**
 Signature: _____
 Date: _____

 Name of Additional Inventor: **Robert Taylor**
 Signature: 
 Date: June 21, 2012

 Name of Additional Inventor: **Mike Swinson**
 Signature: _____
 Date: _____

ATTORNEY DOCKET
TCAR1110-1

PATENT APPLICATION
Serial No. 12/556,076


- 2 of 2 -

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Signature: _____
Date: _____

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PATENT APPLICATION
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- 2 of 2 -

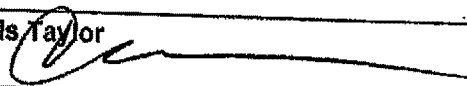
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PATENT APPLICATION
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- 2 of 2 -

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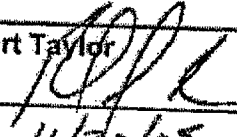
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Name of Additional Inventor:	Chris Taylor
Signature:	_____
Date:	_____

Name of Additional Inventor:	Robert Taylor
Signature:	
Date:	11/20/05

Name of Additional Inventor:	Mike Swinson
Signature:	
Date:	11/20/09

ATTORNEY DOCKET
TCAR1110-1

PATENT APPLICATION
Serial No. 12/556,076

- 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 AGGREGATION, ANALYSIS, PRESENTATION AND MONETIZATION OF PRICING DATA FOR VEHICLES AND OTHER COMMODITIES", for which an application for United States Letters Patent was made on September 9, 2009, bearing an application number of 12/556,076; 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, Inc.} ~~TrueCar.com~~ having a principal place of business at 525 Broadway, 3rd 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. *6/20/12*

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PATENT
REEL: 028805 FRAME: 0519

ATTORNEY DOCKET
TCAR1110-1

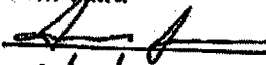
PATENT APPLICATION
Serial No. 12/886,076

- 2 of 2 -

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Date:	_____

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Date:	_____

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Date:	_____

Name of Additional Inventor:	Mike Swinson
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Date:	_____

ATTORNEY DOCKET
TCAR1110-1

PATENT APPLICATION
Serial No. 12/556,076

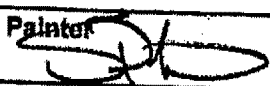
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ATTORNEY DOCKET
TCAR1110-1

PATENT APPLICATION
Serial No. 12/556,076

- 2 of 2 -

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Date:	_____

Name of Additional Inventor:	Chris Taylor
Signature:	
Date:	4/18/09

Name of Additional Inventor:	Robert Taylor
Signature:	_____
Date:	_____

Name of Additional Inventor:	Mike Swinson
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Date:	_____

ATTORNEY DOCKET
TCAR1110-1

PATENT APPLICATION
Serial No. 12/556,076

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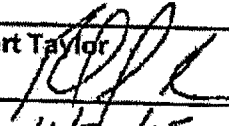
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Signature:	_____
Date:	_____

Name of Additional Inventor:	<u>Robert Taylor</u>
Signature:	<u></u>
Date:	<u>11/20/05</u>

Name of Additional Inventor:	<u>Mike Swinson</u>
Signature:	<u></u>
Date:	<u>11/20/09</u>

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.

<p>1. Name of conveying party(ies) 1) Tom Taira 2) Scott Painter 3) Chris Taylor</p> <p>Additional name(s) of conveying party(ies) attached? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>3. Nature of conveyance/Execution Date(s): Execution Date(s) <u>11/17/09; 11/17/09; 11/18/09</u></p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Joint Research Agreement <input type="checkbox"/> Government Interest Assignment <input type="checkbox"/> Executive Order 9424, Confirmatory License <input type="checkbox"/> Other _____</p>	<p>2. Name and address of receiving party(ies) Name: <u>TrueCar.com</u> Internal Address: _____ Street Address: <u>525 Broadway, 3RD Floor</u> City: <u>Santa Monica</u> State: <u>CA</u> Country: <u>US</u> Zip: <u>90401</u></p> <p>Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>4. Application or patent number(s): <input type="checkbox"/> This document is being filed together with a new application.</p> <p>A. Patent Application No.(s) <u>12/556,076 (TCAR1110-1)</u></p> <p>Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>B. Patent No.(s)</p>
<p>5. Name and address to whom correspondence concerning document should be mailed: Name: <u>Sprinkle IP Law Group (Cust. No. 44654)</u> Internal Address: _____ Street Address: <u>1301 W. 25th Street, Suite 408</u> City: <u>Austin</u> State: <u>Texas</u> Zip: <u>78705</u> Phone Number: <u>512-637-9220</u> Fax Number: <u>512-371-9088</u> Email Address: _____</p>	<p>6. Total number of applications and patents involved: <u>1</u></p> <p>7. Total fee (37 CFR 1.21(h) & 3.41) \$ <u>40.00</u></p> <p><input checked="" type="checkbox"/> Authorized to be charged to deposit account <input type="checkbox"/> Enclosed <input type="checkbox"/> None required (government interest not affecting title)</p> <p>8. Payment Information Deposit Account Number: <u>503183</u> Authorized User Name: <u>Ari G. Akmal</u></p>
<p>9. Signature: _____ <u>12-7-2009</u> Signature Date</p> <p style="text-align: center;">Ari G. Akmal, Reg. No. 51,388 Name of Person Signing</p> <p style="text-align: right;">Total number of pages including cover sheet, attachments, and documents: 7</p>	

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
REEL: 028805 FRAME: 0524

Form PTO-1595 (Cont'd)

Attorney Docket No.: **TCAR1110-1**

Serial No. 12/556,076

**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
TCAR1110-1

PATENT APPLICATION
Serial No. 12/556,076

- 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 AGGREGATION, ANALYSIS, PRESENTATION AND MONETIZATION OF PRICING DATA FOR VEHICLES AND OTHER COMMODITIES**", for which an application for United States Letters Patent was made on **September 9, 2009**, bearing an application number of **12/556,076**; 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, 3rd 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.

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PATENT
REEL: 028805 FRAME: 0526

ATTORNEY DOCKET
TCAR1110-1

PATENT APPLICATION
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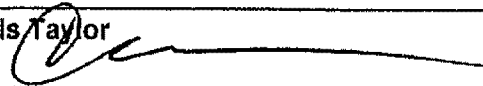
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Date:	_____

Name of Additional Inventor:	Robert Taylor
Signature:	
Date:	<u>11/20/05</u>

Name of Additional Inventor:	Mike Swinson
Signature:	
Date:	<u>11/20/09</u>