Form PTO-1595 (Rev. 01-09) U.S. DEPARTMENT OF COMMERCE OMB No. 0651-0027 (exp. 02/28/2009) 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. Name of conveying party(ies)
 Tom Taira 2. Name and address of receiving party(ies) 2) Scott Painter Name: TrueCar.com, Inc. 3) Chris Taylor 4) Robert Taylor Internal Address: 5) Michael Swinson Additional name(s) of conveying party(ies) attached? Yes 🔀 No 3. Nature of conveyance/Execution Date(s): Street Address: 225 Santa Monica Blvd Execution Date(s) 1-2) 11/17/09; 3) 11/18/09; 4-5) 11/20/09 12TH Floor Assignment Merger City: __ Santa Monica Security Agreement Change of Name Joint Research Agreement State: CA Government Interest Assignment Country: _ USA Executive Order 9424, Confirmatory License Corrective Document for Assignment originally Other recorded at Reel/Frame 023619 / 0683 Zip: 90401 Additional name(s) & address(es) attached? U Yes X No 4. Application or patent number(s): igcd 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 X No 5. Name and address to whom correspondence 6. Total number of applications and patents concerning document should be mailed: involved: one Name: Sprinkle IP Law Group 7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00 Internal Address: | X | Authorized to be charged to deposit account Street Address: 1301 West 25th Street, Suite 408 **Enclosed** None required (government interest not affecting title) 8. Payment Information City: Austin State: Texas _____ Zip: 78705 Phone Number: 512.637,9220 Deposit Account Number: 503183 Fax Number: 512.371.9088 Authorized User Name: Ari G. Akmal Email Address: 9. Signature: Ari G. Akmal, Reg. No. 51,388 Total number of pages including cover

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

Name of Person Signing

PATENT REEL: 028805 FRAME: 0497

sheet, attachments, and documents:

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TO:SPRINKLE IP LAW GROUP

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Form PTO-1595 (Rev. 01-09) OMB No. 0551-0027 (exp. 02/28/2009)	U.S. DEPARTMENT OF COMMERCE United States Patent and Trademark Office
	DRM COVER SHEET
PATENT	rs only
	se record the attached documents or the new address(ee) below.
1. Name of conveying party(les)	2. Name and address of receiving party(les)
1) Tom Taira 2) Scott Painter	Name: TrueCar.com
3) Chris Taylor	Internal Address:
Additional name(s) of conveying party(les) attached? X Yes. No.	
3. Nature of conveyance/Execution Date(s):	Street Address: 525 Brosdway, 3RD Floor
Execution Date(s) 11/17/09; 11/17/09; 11/18/09	
■ Assignment	
Security Agreement Change of Name	City: Santa Monica
Joint Research Agreement	State: CA
Government Interest Assignment	Country: <u>US Zip: 90401</u>
Executive Order 9424, Confirmatory License	Connerts: no Stb: and to 1
Other	Additional name(s) & address(se) attached? Ves No
4. Application or patent number(s):	document is being filed together with a new application.
A. Patent Application No.(s)	B. Patent No.(s)
12/556,076 (TCAR1110-1)	
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	siched? Yes No
 Name and address to whom correspondence concerning document should be mailed: 	6. Total number of applications and patents involved: 1
Name: Sprinkle IP Law Group (Cust, No. 44654)	7. Total fee (37 GFR 1.21(h) & 3.41) \$ 40.00
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Street Address: 1301 W. 25th Street, Suite 408	Enclosed
	None required (government interest not affecting title)
City: Austin	8. Payment Information
State: Texas Zlp: 78705	
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Documents to be recorded (including cover sheet) should be fixed to (\$77) 273-0140, or mailed to:
Mail Stop Assignment Recorded to Services, Director of the USPTO, P.O.Box 1460, Abxandrio, V.A. 22313-1450

PATENT

REEL: 028805 FRAME: 0498

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. 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.

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 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 Taira
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Date:	11/17/09
Name of Additional Inventor:	Scott Painter
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PATENT APPLICATION Serial No. 12/656,076

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Name of Additional Inventor:	Robert Taylor	
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Name of Additional Inventor:	Chris Taylor
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Name of Additional Inventor:	Robert Taylor///
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Date:	11/20/09

PATENT APPLICATION Serial No. 12/556,076

-1 of 2 -

ASSIGNMENT

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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. 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 APPLICATION Serial No. 12/856,076

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PATENT APPLICATION Serial No. 12/556,076

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Name of Additional Inventor: Signature: Date:	Scott Painter 11-17-09	_
Name of Additional Inventor: Signature: Date:	Chris Taylor	
Name of Additional Inventor: Signature: Date:	Robert Taylor	244
Name of Additional Inventor: Signature: Date:	Mike Swinson	-

PATENT APPLICATION Serial No. 12/556,076

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Name of Additional Inventor:	Mike Swinson	
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Name of Additional Inventor:	Chris Taylor	
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Name of Additional Inventor:	Mike Swinson	······································
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PATENT APPLICATION Serial No. 12/556,076

- 1 of 2 -

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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. Car.com, Inc. Car.c

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.

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Signature:	Chris Taylor	,
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Name of Additional Inventor: Signature: Date:	Chris Taylor
Name of Additional Inventor: Signature: Date:	Robert Faylor June 21, 2012
Name of Additional Inventor: Signature: Date:	Mike Swinson

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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, reexamination, 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 Taira
Signature:	
Date:	
Name of Additional Inventor:	Scott Painter
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Name of Additional Inventor:	Chris Taylor
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Name of Additional Inventor:	Robert Taylor
Signature:	TOVI
Date:	11/20/05
Name of Additional Inventor:	
Signature:	Mike Syyinson
Date:	11/20/09
	The state of the s

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

TrueCar.com, Inc.

6/20//2 acknowledged, Assignors hereby sell, assign, and transfer to TrueCar.com, Inc. 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 glving 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 APPLICATION Serial No. 12/556,076

-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 Taira
Signature:	Tolir Talira
Date:	11/17/29
Name of Additional Inventor:	Scott Painter
Signature: Date:	
Name of Additional Inventor: Signature:	Chris Taylor
Date:	
Name of Additional Inventor: Signature:	Robert Taylor
Date:	
Name of Additional Inventor: Signature:	Mike Swinson
Date:	

PATENT APPLICATION Serial No. 12/556,076

-2 of 2 -

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Name of Sole/First Inventor:	Tom Taira	
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Date:		
Name of Additional Inventor:	80-14	
Signature:	Scott Painter	
Date:	11-17-09	
Name of Additional Inventor:		
Signature:	Chris Taylor	
Date:		
Name of Additional Inventor:		
Signature:	Robert Taylor	
Date:		
Name of Additional Inventor:	Mike Swinson	
Signature;		
Date:		

PATENT APPLICATION Serial No. 12/656,076

-2 of 2 -

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Name of Sole/First Inventor:	Tom Taira
Signature:	
Date:	
Name of Additional Inventor:	Scott Painter
Signature:	
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
Signature:	,
Date:	4.4

PATENT APPLICATION Serial No. 12/556,076

-2 of 2 -

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Name of Additional Inventor: Signature: Date:	Scott Painter
Name of Additional Inventor: Signature: Date:	Chris Taylor
Name of Additional Inventor:	Robert Taylor)//
Signature:	ICVI
Date:	11/20/05
Name of Additional Inventor:	Mike Swinson
Signature:	Month 1
Date:	11/20/09

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
	ORM COVER SHEET
PATENT	TS ONLY
To the Director of the U.S. Patent and Trademark Office: Pleas	se record the attached documents or the new address(es) below.
Name of conveying party(ies) Tom Taira	2. Name and address of receiving party(ies)
1) Tom Taira 2) Scott Painter	Name: TrueCar.com
3) Chris Taylor	Internal Address:
Additional name(s) of conveying party(ies) attached? X Yes . No	
3. Nature of conveyance/Execution Date(s):	Street Address: <u>525 Broadway, 3RD Floor</u>
Execution Date(s) 11/17/09; 11/17/09; 11/18/09	
X Assignment ☐ Merger	
Security Agreement Change of Name	City: Santa Monica
Joint Research Agreement	State: CA
Government Interest Assignment	
Executive Order 9424, Confirmatory License	Country: US Zip: 90401
Other	Additional name(s) & address(es) attached? Yes X No
4. Application or patent number(s):	document is being filed together with a new application.
A. Patent Application No.(s)	B. Patent No.(s)
12/556,076 (TCAR1110-1)	
	ached? Yes X No
5. Name and address to whom correspondence concerning document should be mailed:	6. Total number of applications and patents involved: 1
Name: Sprinkle IP Law Group (Cust. No. 44654)	
Internal Address:	7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00
	ि.
Street Address: 1201 M. 25th Street Suite 400	Authorized to be charged to deposit account
Street Address: 1301 W. 25th Street, Suite 408	Enclosed None required (government interest and off all and a
City: _Austin	None required (government interest not affecting title) 8. Payment Information
State: Texas Zip: 78705	o. Fayment miormation
Phone Number: <u>512-637-9220</u>	
Fax Number: <u>512-371-9088</u>	Deposit Account Number: _503183
Email Address:	Authorized User Name: Ari G. Akmal
9. Signature:	
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Ari G. Akmal, Reg. No. 51,388	Date Total number of pages including cover 7
Name of Person Signing	sheet, attachments, and documents:

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

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

PATENT APPLICATION Serial No. 12/556,076

- 1 of 2 -

<u>ASSIGNMENT</u>

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 APPLICATION Serial No. 12/556,076

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Name of Sole/First Inventor: Tom Take
Signature:
Date: 1/17/29
Name of Additional Inventor: Scott Painter
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Name of Additional Inventor: Robert Taylor
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Date:
Name of Additional Inventor: Mike Swinson
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Signature:		
Date:		
Name of Additional Inventor:	Robert Taylor	,
Signature:	<u> </u>	
Date:		
Name of Additional Inventor:	Mike Swinson	
Signature:		
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Name of Additional Inventor:	Chris Taylor	
Signature:		
Date:		
Name of Additional Inventor:	Robert Taylor)	
Signature:	1412	
Date:	11/20/05	
Name of Additional Inventor:	Mike Swinson	
Signature:	7/10/10	
Date:		

PATENT REEL: 028805 FRAME: 0530

RECORDED: 08/16/2012