

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) Mike Swinson

Additional name(s) of conveying party(ies) 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 / 0612

2. Name and address of receiving party(ies)

Name: TrueCar, 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

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. 12/556,109 (TCAR1120-1)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Sprinkle IP Law Group

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

Date

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

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 10

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

CH \$40.00 503183 12556109

700501695

PATENT
REEL: 029926 FRAME: 0371

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, Inc. 11/1/12
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.

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 Taira
Signature:	
Date:	4/17/2009

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

- 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, 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.

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 Taira
Signature: _____
Date: _____

Name of Additional Inventor: Scott Painter
Signature: 
Date: 11-17-09

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

- 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, Inc.** *CS 1/10/13* **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.

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 Taira

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
TCAR1120-1

PATENT APPLICATION
Serial No. 12/556,109

- 1 of 2 -

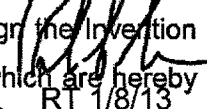
ASSIGNMENT

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, Inc.**  **RT 1/8/13** **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.

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, Inc. 1/5/13} ~~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.

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 Taira

Signature:

Date:

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: