

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT2677459

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>THOMAS J. SULLIVAN</td> <td>09/15/2011</td> </tr> <tr> <td>MICHAEL D. SWINSON</td> <td>09/15/2011</td> </tr> </tbody> </table>		Name	Execution Date	THOMAS J. SULLIVAN	09/15/2011	MICHAEL D. SWINSON	09/15/2011				
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>TRUECAR, INC.</td> </tr> <tr> <td>Street Address:</td> <td>225 SANTA MONICA, 12TH FLOOR</td> </tr> <tr> <td>City:</td> <td>SANTA MONICA</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>90401</td> </tr> </table>		Name:	TRUECAR, INC.	Street Address:	225 SANTA MONICA, 12TH FLOOR	City:	SANTA MONICA	State/Country:	CALIFORNIA	Postal Code:	90401
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
<p>Fax Number:</p> <p>Phone: 512 637 9220</p> <p>Email: dnarvaiz@sprinklelaw.com</p> <p><i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i></p> <p>Correspondent Name: SPRINKLE IP LAW GROUP</p> <p>Address Line 1: 1301 W. 25TH STREET</p> <p>Address Line 2: SUITE 408</p> <p>Address Line 4: AUSTIN, TEXAS 78705</p>											
ATTORNEY DOCKET NUMBER:	TCAR1190-1										
NAME OF SUBMITTER:	KATHARINA W. SCHUSTER										
Signature:	/Katharina W. Schuster/										
Date:	01/10/2014										
<p>Total Attachments: 2</p> <p>source=TCAR1190-1_Assignment#page1.tif</p> <p>source=TCAR1190-1_Assignment#page2.tif</p>											

ATTORNEY DOCKET
TCAR1190

PATENT APPLICATION
SERIAL NO. 13/173,332

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ASSIGNMENT

This Assignment is made by Thomas J. Sullivan, of Santa Monica, CA, and Michael Swinson, of Santa Monica, CA ("Assignors").

WHEREAS, Assignors have invented a new and useful invention entitled "SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR PREDICTING ITEM PREFERENCE USING REVENUE-WEIGHTED COLLABORATIVE FILTER", for which an application for United States Letters Patent was made on June 30, 2011, bearing an application number of 13/173,332; 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.

ATTORNEY DOCKET
TCAR1190

PATENT APPLICATION
SERIAL NO. 13/173,332

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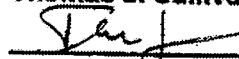
Assignors authorize and request the Commissioner for Patents of the United States and of all foreign countries to issue any Patents granted for said Invention, whether on said application or on any subsequently filed divisional, continuation, continuation-in-part, re-examination, reissue or other application, 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:

Thomas J. Sullivan

Signature:



Date:

9/15/11

Name of Additional Inventor:

Michael Swinson

Signature:



Date:

9/15/11