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)	2. Name and address of receiving party(ies)			
Michael D. Swinson	Name: TrueCar, Inc.			
Joel Martin Lander	Internal Address:			
Mikhail Semeniuk				
Additional name(s) of conveying party(ies) attached? Yes 🔀 No	4			
3. Nature of conveyance/Execution Date(s):	Street Address: 225 Santa Monica Blvd, 12th Floor			
Execution Date(s) <u>Dec. 13, 2013 and Dec. 18, 2013</u>				
	City: Santa Monica			
Security Agreement Change of Name				
Joint Research Agreement	State: CA			
Executive Order 9424, Confirmatory License	Country: United States Zip: 90401			
Other	Additional name(s) & address(es) attached? Yes X No			
4. Application or patent number(s): This A. Patent Application No.(s)	document is being filed together with a new application.B. Patent No.(s)			
	D. Facilities (3)			
14/137,194 (TCAR1420-1)				
Additional numbers at	tached? Yes 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 (Customer No. 44654)				
Internal Address:	7. Total fee (37 CFR 1.21(h) & 3.41) \$ <u>40.00</u>			
	Authorized to be charged to deposit account Enclosed			
Street Address: <u>1301 W. 25th Street, Suite 408</u>	None required (government interest not affecting title)			
	8. Payment Information			
City: Austin	o. rayment monnation			
State: <u>Texas</u> Zip: <u>78705</u>				
Phone Number: <u>512-637-9220</u>	Dependent Account Number: 50 2182			
Fax Number: <u>512-371-9088</u>	Deposit Account Number: <u>50-3183</u>			
Email Address: docketing@sprinklelaw.com	Authorized User Name: <u>Katharina W. Schuster</u>			
9. Signature: Jathanina Sel	Enst Dec. 30, 20/3			
Signature	Date			
Katharina W. Schuster, Reg. No. 50,000) 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

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Attomey Docket No.	TCAR1420-1			
First Named Inventor	Michael D. Swinson			
c	OMPLETE IF KNOWN			
Application Number	Not Yet Assigned			
Filing Date	Herewith			
Group Art Unit	Not Yet Assigned			
Examiner Name				
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ion)	EOWNERSHIP			
ION				
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number	filed on	`as		
ification including the	laime			
invention in the above	-identified application			
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tion is punishable unde	r 18 U.S.C. 1001 by fine or			
NIT				
ASSIGNMENT This Assignment is made by Michael D. Swinson of 1519 Stanford St. #6, Santa Monica, CA 90404, Joel Martin Lander of 931 Euclid Street #102, Santa Monica, CA 90403, and Mikhail Semeniuk of 2575 Winfield Ave., Golden Valley, MN 55422 ("Assignor(s)").				
WHEREAS, Assignor(s) have invented a new and useful invention entitled "Systems and Methops for Determining Cost of VEHICLE OWNERSHIP", for which an application for United States Letters Patent is made identified by Attorney Docket No. TCAR1420-1 (United States Patent Application No. <u>14/137,194</u> , filed <u>December 20, 2013</u>);				
WHEREAS, Assignor(s) 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, Assignor(s) hereby sell, assign, and transfer to TrueCar, Inc., having a principal place of business at 225 Santa Monica Blvd, 12th 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 any applications directly in the name of the Assignee and to claim for any such applications any priority rights to which such applications are entitled, the right to prosecute infringers of any Patents that may be granted for said Invention in the United States and throughout the United States and throughout the world in the United States and throughout the world in the United States and throughout the world.				
	First Named Inventor Application Number Filing Date Group Art Unit Examiner Name IG COST OF VEHICL ion) ION INN Inumber iffication, including the d invention in the above ne. ce all information know applications, material in emational filing date of tion is punishable under NT ford St. #6, Santa More neniuk of 2575 Winfo on entitled "Systems A atent is made identified 20, 2013); nventors of the invention it assigning the entire pation, continuation-in- strations or other form; hroughout the world; assign the Invention plications are entitled, it Assignor(s) hereby h Floor, Santa Monica id Applications are entitled, it throughout the world;	First Named Inventor Michael D. Swinson COMPLETE IF KNOWN Application Number Application Number Not Yet Assigned Filing Date Herewith Group Art Unit Not Yet Assigned Examiner Name Not Yet Assigned IG COST OF VEHICLE OWNERSHIP Intervention Inon Intervention Invention in the above-identified application. Intervention Invention in the above-identified application. Intervention ne. Cost of the continuation-in-part. tion is punishable under 18 U.S.C. 1001 by fine or Intervention in Cost on the source of the continuation in-part. ford St #6, Santa Monica, CA 90404, Joel Martin Landemeniuk of 2575 Winfield Ave., Golden Valley, MN 55 Son entitled "Systems AND METHODS FOR DETERMINING Cost attent is made identified by Attorney Docket No. TCAR142 '20, 2013 '); Inventors of the invention including any and all improvement assigning the entire right, title and interest in and to s stations or other forms of protection ("Patents") that may broughout the world; assign the Invention and for other good and valuated. Assignor(s) hereby sell, assign, and transfer to TrueC th Floor, Santa Monica, CA 90401 (hereinafter referred to it dapplications are entitled, the right to prosecute infringers of a st to file any applications directly in the name be defined for st to file any applications are entitled, the right to prosecute infringers of a st		

Page 1 of 2

Attorney Docket No. TCAR1420-1

Assignor(s) agree that, upon request and without further compensation, but at no expense to Assignor(s), 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, relssuing, 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.

Assignor(s) represent and warrant that they have not granted and will not grant to others any rights inconsistent with the rights granted herein.

Assignor(s) 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-inpart, re-examination, reissue or other application, to Assignee, its successors and assigns, as the assignee of the entire interest in said Invention.

Assignor(s) hereby authorize and request the registered practitioner(s) associated with Customer No. 44654 to insert above the filing date and application number of said application in this Assignment when known.

IN WITNESS WHEREOF, Assignor(s) have executed this Declaration and Assignment on the dates provided below.

		IAME OF INVENTOR:		
Given Nam	e (first and middle [if any])	Family Name or Sumame		
M	IICHAEL D.	SWINSON		
Inventor's Signature	- THEN SO	Date	12/13/13	
Given Nami	e (first and middle [if any])	Family Name or Sumame		
JO	EL MARTIN	LANDER		
Inventor's Signature		Date		
Given Name	e (first and middle [if any])	Family Name or Surname		
	MIKHAIL	SEN	IENIUK	
inventor's Signature		Date	n , el l'en en e	

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	Attorney Docket No.		
DECLARATION AND ASSIGNMENT FOR PATENT		TCAR1420-1	
APPLICATIONS	First Named Inventor	Michael D. Swinson	
(37 CFR 1.63)	<u> </u>	OMPLETE IF KNOWN	
	Application Number	Not Yet Assigned	
	Filing Date	Herewith	
	Group Art Unit	Not Yet Assigned	
	Examiner Name	Not Yet Assigned	
SYSTEMS AND METHODS FOR DETERMININ	IG COST OF VEHICU	E OWNERSHIP	
(Title of Invent			
DECLARAT	ION		
As a below named inventor, the undersigned hereby declares that:			
This declaration is directed to:			
X The attached application,			
AND/OR			
United States Application Number or PCT International application amended on	n number	filed on as	
I have reviewed and understand the contents of the above-identified spec	cification, including the	claims.	
I believe I am the original inventor or an original joint inventor of a claime			
The above-identified application was made or authorized to be made by			
I acknowledge the duty to disclose to the U.S. Patent and Trademark Off	ice all information know	in to me which is material to the	
patentability as defined in 37 CFR 1.56, including for continuation-in-part between the filing date of the prior application and the national or PCT in	applications, material in ternational filing date of	nformation which became available	
I further acknowledge that any willful false statement made in this declara			
imprisonment of not more than five (5) years, or both.	-	-	
ASSIGNME			
This Assignment is made by Michael D. Swinson of 1519 Stanford St. #6, Santa Monica, CA 90404, Joel Martin Lander of 931 Euclid Street #102, Santa Monica, CA 90403, and Mikhail Semeniuk of 2575 Winfield Ave., Golden Valley, MN 55422 ("Assignor(s)").			
WHEREAS, Assignor(s) have invented a new and useful invention entitled "Systems and METHODS FOR DETERMINING COST OF VEHICLE OWNERSHIP", for which an application for United States Letters Patent is made identified by Attorney Docket No. TCAR1420-1 (United States Patent Application No. 14/137,194, filed December 20, 2013);			
WHEREAS, Assignor(s) 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, Assignor(s) hereby sell, assign, and transfer to TrueCar , Inc. , having a principal place of business at 225 Santa Monica Blvd, 12th 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 any applications directly in the name of the Assignee and to claim for any such applications any priority rights to which such applications are entitled, the right to prosecute infringers of any Patents that may be granted for said Invention in the United States and throughout the world in the united States and throughout the united States and throughout the world in the united states and throughout the world.			

Page 1 of 2

Attorney Docket No. TCAR1420-1

Assignor(s) agree that, upon request and without further compensation, but at no expense to Assignor(s), 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.

Assignor(s) represent and warrant that they have not granted and will not grant to others any rights inconsistent with the rights granted herein.

Assignor(s) 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-inpart, re-examination, reissue or other application, to Assignee, its successors and assigns, as the assignee of the entire interest in said invention.

Assignor(s) hereby authorize and request the registered practitioner(s) associated with Customer No. 44654 to insert above the filing date and application number of said application in this Assignment when known.

IN WITNESS WHEREOF, Assignor(s) have executed this Declaration and Assignment on the dates provided below.

LEGAL NAME OF INVENTOR:				
Given Nam	e (first and middle [if any])	Family Name or Surname		
M	MICHAEL D. SW		WINSON	
Inventor's Signature		Date		
Given Nam	e (first and middle (if any])	Family Name or Surname		
JO	EL MARTIN,	LANDER		
inventor's Signature	NOU	Date	Dec 18, 2013	
Given Nam	e (first and middle [if any])	Family	Name or Surname	-
	MIKHAIL	SEMENIUK		
Inventor's Signature		Date		

PATENT

REEL: 032081 FRAME: 0040

	Attorney Docket No.	TOADAGOA		
DECLARATION AND ASSIGNMENT FOR PATENT	First Named Inventor	TCAR1420-1		
APPLICATIONS	inicidei D. Swiiisuli			
(37 CFR 1.63)	COMPLETE IF KNOWN Application Number Not Yet Assigned			
	Filing Date	Herewith		
	Group Art Unit Examiner Name	Not Yet Assigned Not Yet Assigned		
EVETENS AND BETHODO TOT D				
SYSTEMS AND METHODS FOR DETERMININ (Tille of Invent		EOWNERSHIP		
DECLARAT				
As a below named inventor, the undersigned hereby declares that:				
This declaration is directed to:				
X The attached application,				
AND/OR				
Inited States Application Name				
United States Application Number or PCT International application amended on	number	filed onas		
I have reviewed and understand the contents of the above-identified spec	ification, including the	claims		
I believe I am the original inventor or an original joint inventor of a claimed	invention in the above	-identified application.		
The above-identified application was made or authorized to be made by n	ne.			
I acknowledge the duty to disclose to the U.S. Patent and Trademark Offi patentability as defined in 37 CFR 1.56, including for continuation-in-part between the filing date of the prior application and the national or PCT into	anninations matorial ir	a Constant and the second se		
I further acknowledge that any willful false statement made in this declara imprisonment of not more than five (5) years, or both.	tion is punishable unde	r 18 U.S.C. 1001 by fine or		
	LIT.			
ASSIGNMENT This Assignment is made by Michael D. Swinson of 1519 Stanford St. #6, Santa Monica, CA 90404, Joel Martin Lander of 931 Euclid Street #102, Santa Monica, CA 90403, and Mikhail Semeniuk of 2575 Winfield Ave., Golden Valley, MN 55422 ("Assignor(s)").				
WHEREAS, Assignor(s) have invented a new and useful invention entitled "Systems and Methods For Determining Cost of VehicLe Ownership", for which an application for United States Letters Patent is made identified by Attorney Docket No. TCAR1420-1 (United States Patent Application No. 14/137,194, filed				
WHEREAS, Assignor(s) 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 consideration, the receipt and sufficiency of which are hereby acknowledg nc., having a principal place of business at 225 Santa Monica Blvd, 12ti Assignee"), the entire right, title, and interest in and to said Invention, sai nvention in the United States and throughout the world, including the righ and to claim for any such applications any priority rights to which such ap Patents that may be granted for said Invention in the United States and ecover damages, including royalties, for prior infringements of any of nvention in the United States and throughout the world.	ed, Assignor(s) hereby h Floor, Santa Monica, d Applications and any t to file any application plications are entitled, t	sell, assign, and transfer to TrueCar, CA 90401 (hereinafter referred to as Patents that may be granted for said s directly in the name of the Assignee the right to prosecute infringers of any		

Page 1 of 2

Attorney Docket No. TCAR1420-1

Assignor(s) agree that, upon request and without further compensation, but at no expense to Assignor(s), 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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IN WITNESS WHEREOF, Assignor(s) have executed this Declaration and Assignment on the dates provided below.

LEGAL NAME OF INVENTOR:					
		AL NAME OF INVENT	OR:		
Given Nam	e (first and middle [if any])	Family Name or Sumame			
M	ICHAEL D.	SWINSON			
Inventor's Signature		Date	э		
Given Nam	e (first and middle (if any))	Family Name or Surname			
O	EL MARTIN	LANDER			
Inventor's Signature		Date	÷		·····
Given Name	e (first and middle (if any))		Fam	ily Name or Surname	
	MIKHAIL	SEMENIUK		·	
Inventor's Signature	1000 Se	Date	•	12/18/2013	