

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)
Michael D. Swinson,
Isaac Lemon Laughlin,
Meghashyam Grama Ramanuja,
Mikhail Semeniuk, and
Xingchu Liu

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

3. Nature of conveyance/Execution Date(s):
Execution Date(s) July 19, 2012
 Assignment Merger
 Security Agreement Change of Name
 Joint Research Agreement
 Government Interest Assignment
 Executive Order 9424, Confirmatory License
 Other _____

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: United States 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)

14/145,252 (TCAR1230-2)

B. Patent No.(s)

Additional numbers attached? Yes No

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

Name: Sprinkle IP Law Group (Customer No. 44654)

Internal Address: _____

Street Address: 1301 W. 25th Street, Suite 408

City: Austin

State: Texas Zip: 78705

Phone Number: 512-637-9220

Fax Number: 512-371-9088

Email Address: docketing@sprinklelaw.com

6. Total number of applications and patents involved: 1

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: 50-3183

Authorized User Name: Katharina W. Schuster

9. Signature: *Katharina W. Schuster*
Signature

Jan. 2, 2014
Date

Katharina W. Schuster, Registration No. 50,000
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: **4**

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 14145252

Attorney Docket No.
TCAR1230-1

PATENT APPLICATION
Customer No. 44654

1 of 3

ASSIGNMENT

This Assignment is made by **Michael Swinson of Santa Monica, CA; Isaac Lemon Laughlin of Los Angeles, CA; Meghashyam Grama Ramanuja of North Hollywood, CA; Mikhail Semeniuk of Golden Valley, MN; and Xingchu Liu of Los Angeles, CA** ("Assignors").

WHEREAS, Assignors have invented a new and useful invention entitled "**SYSTEM AND METHOD FOR ANALYSIS AND PRESENTATION OF USED VEHICLE PRICING DATA**", for which an application for United States Letters Patent is made. Assignors hereby authorize and request the registered practitioner(s) associated with **Customer No. 44654** to insert here in parentheses the filing date (July 20, 2012) and application number (13/554,743) of said application when known.

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., 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 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

Attorney Docket No.
TCAR1230-1

PATENT APPLICATION
Customer No. 44654

2 of 3

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.

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:

Michael Swanson

Signature:



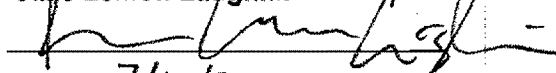
Date:

7/19/12

Name of Additional Inventor:

Isaac Lemon Laughlin

Signature:



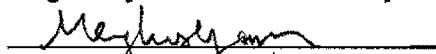
Date:

7/19/2012

Name of Additional Inventor:

Meghashyam Grama Ramanuja

Signature:



Date:

07/19/2012

Name of Additional Inventor:

Mikhail Semenov

Signature:



Date:

07/19/2012

Attorney Docket No.
TCAR1230-1

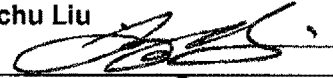
PATENT APPLICATION
Customer No. 44654

3 of 3

Name of Additional Inventor:

Xingchu Liu

Signature:



Date:

7/19/12