

Form PTO-1595 (Rev. 01-09)
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U.S. DEPARTMENT OF COMMERCE
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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 Joel Martin Lander Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Name and address of receiving party(ies) Name: <u>TrueCar, Inc.</u> Internal Address: _____ Street Address: <u>225 Santa Monica Blvd, 12th Floor</u> City: <u>Santa Monica</u> State: <u>CA</u> Country: <u>United States</u> Zip: <u>90401</u> Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
3. Nature of conveyance/Execution Date(s): Execution Date(s) <u>12/12/2013 and 12/17/2013</u> <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Joint Research Agreement <input type="checkbox"/> Government Interest Assignment <input type="checkbox"/> Executive Order 9424, Confirmatory License <input type="checkbox"/> Other _____	4. Application or patent number(s): <input type="checkbox"/> This document is being filed together with a new application. A. Patent Application No.(s) <u>14/136,687 (TCAR1450-1)</u> B. Patent No.(s) Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
5. Name and address to whom correspondence concerning document should be mailed: Name: <u>Sprinkle IP Law Group (Customer No. 44654)</u> Internal Address: _____ Street Address: <u>1301 W. 25th Street, Suite 408</u> City: <u>Austin</u> State: <u>Texas</u> Zip: <u>78705</u> Phone Number: <u>512-637-9220</u> Fax Number: <u>512-371-9088</u> Email Address: <u>docketing@sprinklelaw.com</u>	6. Total number of applications and patents involved: <u>1</u> 7. Total fee (37 CFR 1.21(h) & 3.41) \$ <u>40.00</u> <input checked="" type="checkbox"/> Authorized to be charged to deposit account <input type="checkbox"/> Enclosed <input type="checkbox"/> None required (government interest not affecting title)
8. Payment Information Deposit Account Number: <u>50-3183</u> Authorized User Name: <u>Katharina W. Schuster</u>	
9. Signature: <u>Katharina Schuster</u> <u>Dec. 30, 2013</u> <div style="display: flex; justify-content: space-between;"> Signature Date </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> Katharina W. Schuster, Reg. No. 50,000 Total number of pages including cover sheet, attachments, and documents: 5 </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> Name of Person Signing </div>	

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 14136687

DECLARATION AND ASSIGNMENT FOR PATENT APPLICATIONS (37 CFR 1.63)	Attorney Docket No.	TCAR1450-1
	First Named Inventor	Michael D. Swinson
	COMPLETE 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 DETERMINING THE TIME TO BUY OR SELL A VEHICLE <i>(Title of Invention)</i>

DECLARATION

As a below named inventor, the undersigned hereby declares that:

This declaration is directed to:

☒ The attached application.

AND/OR

☐ United States Application Number or PCT International application number _____ filed on _____, as amended on _____.

I have reviewed and understand the contents of the above-identified specification, 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 me.

I acknowledge the duty to disclose to the U.S. Patent and Trademark Office all information known to me which is material to the patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part.

I further acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

ASSIGNMENT

This Assignment is made by Michael D. Swinson of 1519 Stanford St. #6, Santa Monica, CA 90404 and Joel Martin Lander of 931 Euclid Street #102, Santa Monica, CA 90403 ("Assignor(s)").

WHEREAS, Assignor(s) have invented a new and useful invention entitled "SYSTEMS AND METHODS FOR DETERMINING THE TIME TO BUY OR SELL A VEHICLE", for which an application for United States Letters Patent is made identified by Attorney Docket No. TCAR1450-1 (United States Patent Application No. 14/136,687, 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 and any provisional or other right to recover damages, including royalties, for prior infringements of any of said Applications or Patents that may be granted for said Invention in the United States and throughout the world.

Attorney Docket No. TCAR1450-1

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-in-part, 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. 44854 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 Name (first and middle [if any])		Family Name or Surname	
MICHAEL D.		SWINSON	
Inventor's Signature		Date	12/12/13
Given Name (first and middle [if any])		Family Name or Surname	
JOEL MARTIN		LANDER	
Inventor's Signature		Date	

DECLARATION AND ASSIGNMENT FOR PATENT APPLICATIONS (37 CFR 1.63)	Attorney Docket No.	TCAR1450-1
	First Named Inventor	Michael D. Swinson
	COMPLETE IF KNOWN	
	Application Number	Not Yet Assigned
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	Group Art Unit	Not Yet Assigned
	Examiner Name	Not Yet Assigned

SYSTEMS AND METHODS FOR DETERMINING THE TIME TO BUY OR SELL A VEHICLE <i>(Title of Invention)</i>

DECLARATION

As a below named inventor, the undersigned hereby declares that:

This declaration is directed to:

☒ The attached application,

AND/OR

☐ United States Application Number or PCT International application number _____ filed on _____, as amended on _____.

I have reviewed and understand the contents of the above-identified specification, including the claims.

I believe I am the original inventor or an original joint inventor of a claimed invention in the above-identified application.

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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 and any provisional or other right to recover damages, including royalties, for prior infringements of any of said Applications or Patents that may be granted for said Invention in the United States and throughout the world.

Attorney Docket No. TCAR1450-1

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-in-part, 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 Name (first and middle (if any))		Family Name or Surname	
MICHAEL D.		SWINSON	
Inventor's Signature		Date	
Given Name (first and middle (if any))		Family Name or Surname	
JOEL MARTIN		LANDER	
Inventor's Signature		Date	12-17-13