

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT3298996

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| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT           |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT               |
| <b>CONVEYING PARTY DATA</b>   |                          |
| <b>Name</b>   | <b>Execution Date</b>    |
| TOM TAIRA   | 11/17/2009               |
| SCOTT PAINTER   | 11/17/2009               |
| CHRIS TAYLOR  | 11/18/2009               |
| ROBERT TAYLOR   | 11/20/2009               |
| MIKE SWINSON  | 11/20/2009               |
| <b>RECEIVING PARTY DATA</b>   |                          |
| <b>Name:</b>  | TRUECAR, INC.            |
| <b>Street Address:</b>  | 120 BROADWAY,            |
| <b>Internal Address:</b>  | SUITE 200                |
| <b>City:</b>  | SANTA MONICA             |
| <b>State/Country:</b>   | CALIFORNIA               |
| <b>Postal Code:</b>   | 90401                    |
| <b>PROPERTY NUMBERS Total: 1</b>  |                          |
| <b>Property Type</b>  | <b>Number</b>            |
| Application Number:   | 14666005                 |
| <b>CORRESPONDENCE DATA</b>  |                          |
| <b>Fax Number:</b>  | (512)371-9088            |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> |                          |
| <b>Phone:</b>   | 5126379220               |
| <b>Email:</b>   | mmarquez@sprinklelaw.com |
| <b>Correspondent Name:</b>  | SPRINKLE IP LAW GROUP    |
| <b>Address Line 1:</b>  | 1301 W. 25TH STREET      |
| <b>Address Line 2:</b>  | SUITE 408                |
| <b>Address Line 4:</b>  | AUSTIN, TEXAS 78705      |
| <b>NAME OF SUBMITTER:</b>   | ARI G. AKMAL             |
| <b>SIGNATURE:</b>   | /ari g. akmal/           |
| <b>DATE SIGNED:</b>   | 04/06/2015               |
| <b>Total Attachments: 10</b>  |                          |

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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 AGGREGATION, ANALYSIS, PRESENTATION AND MONETIZATION OF PRICING DATA FOR VEHICLES AND OTHER COMMODITIES"**, for which an application for United States Letters Patent was made on **September 9, 2009**, bearing an application number of **12/556,076**; 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;

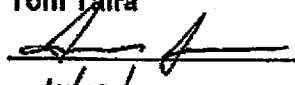
NOW, THEREFORE, in accordance with the obligations to assign the Invention and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors hereby sell, assign, and transfer to **TrueCar, Inc.** <sup>11/13</sup> ~~TrueCar.com~~ having a principal place of business at **525 Broadway, 3<sup>rd</sup> 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.

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 Talra  
Signature:   
Date: 11/17/09

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: \_\_\_\_\_

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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, 3<sup>rd</sup> 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.


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|                              |           |
|------------------------------|-----------|
| 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:                        | _____        |

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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. <sup>CT 1/10/13</sup> TrueCar.com having a principal place of business at 525 Broadway, 3<sup>rd</sup> 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.

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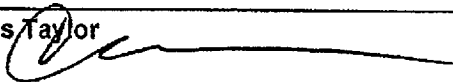
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| Name of Sole/First Inventor: | Tom Taira |
| Signature:                   | _____     |
| Date:                        | _____     |

|                              |               |
|------------------------------|---------------|
| Name of Additional Inventor: | Scott Painter |
| Signature:                   | _____         |
| Date:                        | _____         |

|                              |  |
|------------------------------|--|
| Name of Additional Inventor: | Chris Taylor   |
| Signature:                   |  |
| Date:                        | 4/18/09  |

|                              |               |
|------------------------------|---------------|
| Name of Additional Inventor: | Robert Taylor |
| Signature:                   | _____         |
| Date:                        | _____         |

|                              |              |
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| Name of Additional Inventor: | Mike Swinson |
| Signature:                   | _____        |
| Date:                        | _____        |




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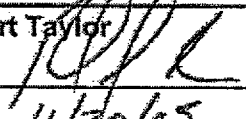
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Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

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Signature:   
Date: 11/20/05

Name of Additional Inventor: Mike Swinson  
Signature:   
Date: 11/20/09

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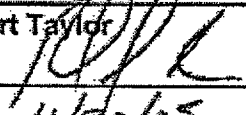
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Signature:   
Date: 11/20/09

Name of Additional Inventor: Mike Swinson  
Signature:   
Date: 11/20/09