

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT4864917

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
MICHAEL D. SWINSON	02/15/2018
CHRISTOPHER JAMES O'KEEFFE	03/08/2018
DANIEL SALAZAR	02/12/2018
LUDOVICA RIZZO	02/11/2018
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<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	15855542
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<b>NAME OF SUBMITTER:</b>	ARI G. AKMAL
<b>SIGNATURE:</b>	/Ari G. Akmal/
<b>DATE SIGNED:</b>	03/12/2018
This document serves as an Oath/Declaration (37 CFR 1.63).	
<b>Total Attachments: 2</b>	
source=TCAR1580-1_Executed_Declaration-Assignment_ALL_Inventors#page1.tif	



**DECLARATION AND ASSIGNMENT FOR  
PATENT APPLICATIONS  
(37 CFR 1.63)**

Attorney Docket No.	TCAR1580-1
First Named Inventor	Michael D. Swinson
<b>COMPLETE IF KNOWN</b>	
Application Number	15/855,542
Filing Date	December 27, 2017
Group Art Unit	3623
Examiner Name	Not Yet Assigned

**SYSTEM AND METHOD FOR DEALER EVALUATION AND DEALER NETWORK OPTIMIZATION USING SPATIAL AND GEOGRAPHIC ANALYSIS IN A NETWORK OF DISTRIBUTED COMPUTER SYSTEMS**

(Title of Invention)

**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 15/855,542 filed on December 27, 2017.

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 Street #6, Santa Monica, CA 90404, **Christopher James O'Keeffe** of 387 Medea Creek Lane, Oak Park, CA 91377, **Daniel Salazar** of 2652 W. Carson St., Apt. B, Torrance, CA 90503 and **Ludovica Rizzo** of 1541 Veteran Avenue, Los Angeles, CA 90024 ("Assignors").

WHEREAS, Assignors have invented a new and useful invention entitled "**SYSTEM AND METHOD FOR DEALER EVALUATION AND DEALER NETWORK OPTIMIZATION USING SPATIAL AND GEOGRAPHIC ANALYSIS IN A NETWORK OF DISTRIBUTED COMPUTER SYSTEMS**", for which an application for United States Letters Patent is made identified by Attorney Docket No. TCAR1580-1 (United States Patent Application No. 15/855,542, filed December 27, 2017);

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 120 Broadway, Suite 200, 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.

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 Declaration and Assignment on the dates provided below.

### LEGAL NAME OF INVENTOR:

Given Name (first and middle [if any])		Family Name or Surname	
<b>MICHAEL D.</b>		<b>SWINSON</b>	
Inventor's Signature	<i>Michael Swinson</i> Michael Swinson (Feb 15, 2018)	Date	Feb 15, 2018
Given Name (first and middle [if any])		Family Name or Surname	
<b>CHRISTOPHER JAMES</b>		<b>O'KEEFFE</b>	
Inventor's Signature	<i>CJ O'Keeffe</i> CJ O'Keeffe (Mar 8, 2018)	Date	Mar 8, 2018
Given Name (first and middle [if any])		Family Name or Surname	
<b>DANIEL</b>		<b>SALAZAR</b>	
Inventor's Signature	<i>Daniel E. Salazar</i> Daniel E. Salazar (Feb 12, 2018)	Date	Feb 12, 2018
Given Name (first and middle [if any])		Family Name or Surname	
<b>LUDOVICA</b>		<b>RIZZO</b>	
Inventor's Signature	<i>Ludovica Rizzo</i> Ludovica Rizzo (Feb 11, 2018)	Date	Feb 11, 2018