

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MICHAEL SWINSON	07/24/2012
JASON MCBRIDE	07/29/2012
ISAAC LEMON LAUGHLIN	07/29/2012
THOMAS J. SULLIVAN	07/24/2012
RECEIVING PARTY DATA	
Name:	TRUECAR, INC.
Street Address:	120 BROADWAY, SUITE 200
City:	SANTA MONICA
State/Country:	CALIFORNIA
Postal Code:	90401
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	17378474
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	TCAR1220-4
NAME OF SUBMITTER:	BRUCE JOHNSON
SIGNATURE:	/Bruce A. Johnson/
DATE SIGNED:	09/03/2021
This document serves as an Oath/Declaration (37 CFR 1.63).	
Total Attachments: 2	
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ASSIGNMENT

This Assignment is made by **Michael Swinson** of Santa Monica, CA; **Jason McBride** of Santa Monica; **Isaac Lemon Laughlin**, of Los Angeles, CA, and **Thomas J. Sullivan**, of Santa Monica, CA ("Assignors").

WHEREAS, Assignors have invented a new and useful invention entitled **"SYSTEM, METHOD AND COMPUTER PROGRAM FOR VARYING DISPLAY POSITION IN AN ONLINE MARKET WITH KNOWN DEMAND"**, for which an application for United States Letters Patent was made on **May 11, 2012**, bearing an application number of **61/646,075**; 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.** 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 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 Swinson

Signature:

Date:


7/29/12

Name of Additional Inventor:

Jason McBride

Signature:

Date:

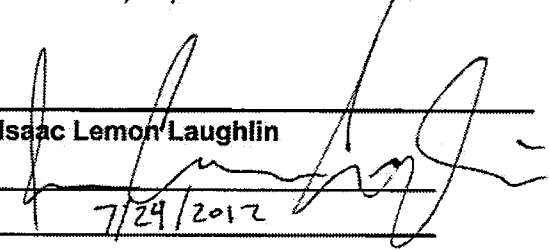

7/29/12

Name of Additional Inventor:

Isaac Lemon Laughlin

Signature:

Date:


7/29/2012

Name of Additional Inventor:

Thomas J. Sullivan

Signature:

Date:


7/24/12