

## PATENT ASSIGNMENT COVER SHEET

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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>
	MICHAEL SWINSON	05/23/2011
	LIN O'DRISCOLL	05/26/2011
	SCOTT PAINTER	06/01/2011
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<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>	
<b>Application Number:</b>	17377733	
<b>CORRESPONDENCE DATA</b>		
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<b>ATTORNEY DOCKET NUMBER:</b>	TCAR1140-6	
<b>NAME OF SUBMITTER:</b>	KATHARINA W. SCHUSTER	
<b>SIGNATURE:</b>	/katharina schuster/	
<b>DATE SIGNED:</b>	09/10/2021	
<b>Total Attachments: 2</b>		
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ATTORNEY DOCKET  
TCAR1140-1

PATENT APPLICATION  
Serial No.: 12/896,145

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ASSIGNMENT

This Assignment is made by **Michael Swinson of Santa Monica, CA, Lin O'Driscoll of Los Angeles, CA, and Scott Painter of Bel Air, CA**, ("Assignors").

WHEREAS, Assignors have invented a new and useful invention entitled **SYSTEM AND METHOD FOR THE UTILIZATION OF PRICING MODELS IN THE 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 **October 1, 2010**, bearing an application number of **12/896,145**; 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., 6<sup>th</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.

ATTORNEY DOCKET  
TCAR1140-1PATENT APPLICATION  
Serial No.: 12/896,145

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Assignors represent and warrant that they have not granted and will not grant to others any rights inconsistent with the rights granted herein.

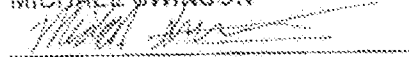
Assignors authorize and request the Commissioner for Patents of the United States and of all foreign countries to issue any Patents granted for said Invention, whether on said application or on any subsequently filed divisional, continuation, continuation-in-part, re-examination, reissue or other application, 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 First Inventor:

MICHAEL SWINSON

Signature:



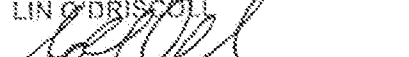
Date:

5/23/11

Name of Second Inventor:

LIN O'DRISCOLL

Signature:




Date:

5/26/2011

Name of Third:

SCOTT FAINTER

Signature:



Date:

6/1/11