

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1



SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	09/01/2011		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	American Transportation Marketing Group, Inc.		09/01/2011
			Entity Type
			CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	TrueCar, Inc.		
Street Address:	225 Santa Monica Blvd., 12th Floor		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90401		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
	Property Type	Number	Word Mark
	Registration Number:	3236578	CARPERKS
	Registration Number:	3239233	\$ CARPERKS
	Registration Number:	3028444	ATM/GROUP
	Registration Number:	3028447	ATM/G
CORRESPONDENCE DATA			
Fax Number:	6504936811		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	650-493-9300		
Email:	trademarks@wsgr.com		
Correspondent Name:	Nathan E. Ferguson		
Address Line 1:	650 Page Mill Road		
Address Line 4:	Palo Alto, CALIFORNIA 94304		

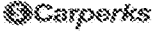

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ATTORNEY DOCKET NUMBER:	32166.900
NAME OF SUBMITTER:	Nathan E. Ferguson
Signature:	/Nathan E. Ferguson/
Date:	12/20/2012
Total Attachments: 1 source=TrueCar Assignment (2)#page1.tif	

TRADEMARK ASSIGNMENT NUNC PRO TUNC

WHEREAS, to American Transportation Marketing Group, Inc., doing business as Carperks, a Florida limited partnership, formerly of 10151 Deerwood Park Blvd., Bldg. D Suite 250 Jacksonville FLORIDA 32256 U.S.A. ("Assignor"), owned the following registration in the Trademark Office of the United States of America

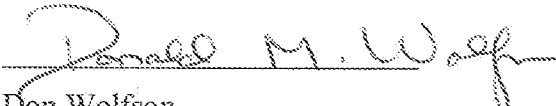
<u>Trademark</u>	<u>Registration No.</u>
CARPERKS	3236578
	3239233
ATM/GROUP	3028444
	3028447

WHEREAS, TrueCar, Inc., a Delaware corporation, located at 225 Santa Monica Blvd. 12th Floor, Santa Monica, California 90401 U.S.A. ("Assignee"), subsequently acquired all right, title and interest in and to the trademarks CARPERKS and Registration No. 3236578,  and Registration No. 3239233, ATM/GROUP and Registration No. 302844, and  and Registration No. 3028447, together with associated goodwill;

NOW, THEREFORE, effective *nunc pro tunc* on September 1, 2011, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby memorializes and clarifies the prior understanding of the parties that Assignor assigned to Assignee all right, title and interest in and to the trademarks CARPERKS and Registration No. 3236578,  and Registration No. 3239233, ATM/GROUP and Registration No. 302844, and  and Registration No. 3028447, together with associated goodwill; together with the goodwill of the business symbolized by the trademarks and registrations thereof.

Executed on December 12, 2012

American Transportation Marketing Group, Inc.

By:   
Name: Don Wolfson  
Title: President