

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM461104

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
TrueCar, Inc.	FORMERLY Zag.com, Inc.	06/13/2012	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Silicon Valley Bank		
Street Address:	3003 Tasman Drive, HF150		
City:	Santa Clara		
State/Country:	CALIFORNIA		
Postal Code:	95054		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Serial Number:	87085408	TRUEDEAL	
Serial Number:	87577753	STORMWATCH	
Serial Number:	87152377	TRUESAVINGS	
Serial Number:	86103498	TRUELEASE	
Serial Number:	86402398	TRUECONDITION	
Serial Number:	86795987	THE FUTURE OF CAR BUYING IS HERE	
Serial Number:	85124399	TRUETARGET	
Serial Number:	85881193	TRUE PRICE	
Serial Number:	85881187	TRUE PRICE	
Serial Number:	85546115	TRUE PRICE INFORMED. ACCURATE. TRUSTED.	
Serial Number:	85546073	TRUE PRICE INFORMED. ACCURATE. TRUSTED.	
Serial Number:	85924697	TRUEMPG	
Serial Number:	85800222	TRUECAR	
Serial Number:	78826512	\$ CARPERKS	
Serial Number:	78826488	CARPERKS	
Serial Number:	77189198	TRUEVIEW	
CORRESPONDENCE DATA			
Fax Number:	7033826486		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			
TRADEMARK			

OP \$415.00 87085408

using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 7033826485
Email: DHall@VLPLawGroup.com
Correspondent Name: Davis Hall
Address Line 1: 1029 N Stuart Street, Unit 200
Address Line 4: Arlington, VIRGINIA 22201

NAME OF SUBMITTER:	Davis Hall
SIGNATURE:	/DavisHall/
DATE SIGNED:	02/06/2018

Total Attachments: 11

source=SVB_TrueCar_IPSA (TrueCar)_6-13-12 (as filed 2-6-18)#page1.tif
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INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement is entered into as of the Effective Date by and between SILICON VALLEY BANK ("Bank") and TRUECAR, INC. (F/K/A ZAG.COM INC.) ("Grantor").

RECITALS

A. Bank has agreed to make certain advances of money and to extend certain financial accommodation to Grantor (the "Loans") in the amounts and manner set forth in that certain Second Amended and Restated Loan and Security Agreement by and between Bank, Grantor and the other Borrowers party thereto dated the Effective Date (as the same may be amended, modified or supplemented from time to time, the "Loan Agreement"; capitalized terms used herein are used as defined in the Loan Agreement). Bank is willing to make the Loans to Grantor, but only upon the condition, among others, that Grantor shall grant to Bank a security interest in certain Copyrights, Trademarks and Patents to secure the obligations of Grantor under the Loan Agreement.

B. Pursuant to the terms of the Loan Agreement, Grantor has granted to Bank a security interest in all of Grantor's right, title and interest, whether presently existing or hereafter acquired, in, to and under all of the Collateral.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, as collateral security for the prompt and complete payment when due of its obligations under the Loan Agreement, Grantor hereby represents, warrants, covenants and agrees as follows:

AGREEMENT

To secure its obligations under the Loan Agreement, Grantor grants and pledges to Bank a security interest in all of Grantor's right, title and interest in, to and under its Intellectual Property (including without limitation those registered Copyrights, Patents and Trademarks listed on Exhibits A, B and C hereto), and including without limitation all proceeds thereof (such as, by way of example but not by way of limitation, license royalties and proceeds of infringement suits), the right to sue for past, present and future infringements, all rights corresponding thereto throughout the world and all re-issues, divisions continuations, renewals, extensions and continuations-in-part thereof.

This security interest is granted in conjunction with the security interest granted to Bank under the Loan Agreement. The rights and remedies of Bank with respect to the security interest granted hereby are in addition to those set forth in the Loan Agreement and the other Loan Documents, and those which are now or hereafter available to Bank as a matter of law or equity. Each right, power and remedy of Bank provided for herein or in the Loan Agreement or any of the Loan Documents, or now or hereafter existing at law or in equity shall be cumulative and concurrent and shall be in addition to every right, power or remedy provided for herein and the exercise by Bank of any one or more of the rights, powers or remedies provided for in this Intellectual Property Security Agreement, the Loan Agreement or any of the other Loan Documents, or now or hereafter existing at law or in equity, shall not preclude the simultaneous or later exercise by any person, including Bank, of any or all other rights, powers or remedies. Bank agrees to release its security interests in the Intellectual Property (i) upon payment in full of all outstanding principal and interest owed to Bank under the Loan Agreement or (ii) pursuant to the terms and conditions set forth in the Loan Agreement.

IN WITNESS WHEREOF, the parties have caused this Intellectual Property Security Agreement to be duly executed by its officers thereunto duly authorized as of the first date written above.

GRANTOR:

Address of Grantor:

TRUECAR, INC. (F/K/A ZAG.COM INC.)

225 Santa Monica Blvd, 6th Floor
Santa Monica, CA, 90401

By: 

Title: VP, Corporate Development

Attn: _____

BANK:

Address of Bank:

SILICON VALLEY BANK

3003 Tasman Drive
Santa Clara, CA 95054-1191

By: 

Title: RELATIONSHIP MANAGER

Attn: _____

EXHIBIT A

Copyrights

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
TrueCar Graph Design.	VA0001828253	07/03/2012
TrueCar Graphic Price Report Design.	VA0001828252	07/03/2012
A note to quote : motivational changes that makes a difference, and 1 other selection.	TXu001264536	07/26/2005

EXHIBIT B

Patents

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
Systems and methods of matching purchase requests with consummated sales	11968137	12/31/2007
System and methods for upfront vehicle pricing	12179164	07/24/2008
System and method for the analysis of pricing data including pricing flexibility for vehicles and other commodities	12896107	10/01/2010
System and method for the utilization of pricing models in the aggregation, analysis, presentation and monetization of pricing data for vehicles and other commodities	12896145	10/01/2010
SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR TRACKING AND CORRELATING ONLINE USER ACTIVITIES WITH SALES OF PHYSICAL GOODS	20180025398 15707403	01/25/2018 09/18/2017
SYSTEM AND METHOD FOR THE UTILIZATION OF PRICING MODELS IN THE AGGREGATION, ANALYSIS, PRESENTATION AND MONETIZATION OF PRICING DATA FOR VEHICLES AND OTHER COMMODITIES	20170372381 15674317	12/28/2017 08/10/2017
DATA SYSTEM FOR ADAPTIVE INCENTIVE ALLOCATION IN AN ONLINE NETWORKED ENVIRONMENT	20170316459 15582301	11/02/2017 04/28/2017
VEHICLE DATA SYSTEM FOR RULES BASED DETERMINATION AND REAL-TIME DISTRIBUTION OF ENHANCED VEHICLE DATA IN AN ONLINE NETWORKED ENVIRONMENT	20170287043 15471805	10/05/2017 03/28/2017
SYSTEM AND METHOD FOR AGGREGATION, ANALYSIS, PRESENTATION AND MONETIZATION OF PRICING DATA FOR VEHICLES AND OTHER COMMODITIES	20170286983 15631318	10/05/2017 06/23/2017
SYSTEM AND METHOD FOR CALCULATING AND DISPLAYING PRICE DISTRIBUTIONS BASED ON ANALYSIS OF TRANSACTIONS	20170109833 15391541	04/20/2017 12/27/2016
SYSTEM AND METHOD FOR ANALYSIS AND PRESENTATION OF USED VEHICLE PRICING DATA	20170109799 15396225	04/20/2017 12/30/2016

SYSTEM AND METHOD FOR SALES GENERATION IN CONJUNCTION WITH A VEHICLE DATA SYSTEM	20170109769 15393505	04/20/2017 12/29/2016
System, Method and Computer Program Product for Geo-Specific Vehicle Pricing	20170109768 15391563	04/20/2017 12/27/2016
SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR PREDICTING ITEM PREFERENCE USING REVENUE-WEIGHTED COLLABORATIVE FILTER	20170039580 15297883	02/09/2017 10/19/2016
VEHICLE DATA SYSTEM FOR DISTRIBUTION OF VEHICLE DATA IN AN ONLINE NETWORKED ENVIRONMENT	20170032400 15220168	02/02/2017 07/26/2016
SYSTEMS AND METHODS FOR VEHICLE PURCHASE RECOMMENDATIONS	20160364783 15248213	12/15/2016 08/26/2016
METHOD AND SYSTEM FOR SELECTION, FILTERING OR PRESENTATION OF AVAILABLE SALES OUTLETS	20160034999 14884368	02/04/2016 10/15/2015
SYSTEMS AND METHODS FOR VEHICLE PURCHASE RECOMMENDATIONS	20150363865 14736932	12/17/2015 06/11/2015
Systems and Methods for Automatic Popular Configuration Generation	20150363855 14736833	12/17/2015 06/11/2015
SYSTEMS AND METHODS FOR TRANSFORMATION OF RAW DATA TO ACTIONABLE DATA	20150363838 14736900	12/17/2015 06/11/2015
SALES ANALYZER SYSTEMS AND METHODS	20150310466 14696241	10/29/2015 04/24/2015
MOBILE PRICE CHECK SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS	20150242926 14627816	08/27/2015 02/20/2015
SYSTEM AND METHOD FOR CALCULATING AND DISPLAYING PRICE DISTRIBUTIONS BASED ON ANALYSIS OF TRANSACTIONS	20150206162 14671731	07/23/2015 03/27/2015
SYSTEM AND METHOD FOR AGGREGATION, ANALYSIS, PRESENTATION AND MONETIZATION OF PRICING DATA FOR VEHICLES AND OTHER COMMODITIES	9754304 20150193800 14666005	09/05/2017 07/09/2015 03/23/2015
SYSTEM, METHOD AND COMPUTER PROGRAM FOR VARYING AFFILIATE POSITION DISPLAYED BY INTERMEDIARY	20150134422 14604014	05/14/2015 01/23/2015

METHOD AND SYSTEM FOR SELECTION, FILTERING OR PRESENTATION OF AVAILABLE SALES OUTLETS	9189800 20150006250 14488062	11/17/2015 01/01/2015 09/16/2014
System and Method for Sales Generation in Conjunction With a Vehicle Data System	9818140 20140358719 14461205	11/14/2017 12/04/2014 08/15/2014
SYSTEMS AND METHODS FOR DETERMINING COSTS OF VEHICLE REPAIRS AND TIMES TO MAJOR REPAIRS	9836714 20140279709 14137228	12/05/2017 09/18/2014 12/20/2013
SYSTEMS AND METHODS FOR DETERMINING THE TIME TO BUY OR SELL A VEHICLE	9747620 20140279708 14136687	08/29/2017 09/18/2014 12/20/2013
SYSTEMS AND METHODS FOR DETERMINING COST OF VEHICLE OWNERSHIP	9727905 20140279258 14137194	08/08/2017 09/18/2014 12/20/2013
SYSTEM AND METHOD FOR CALCULATING AND DISPLAYING PRICE DISTRIBUTIONS BASED ON ANALYSIS OF TRANSACTIONS	9020844 20140229241 14256796	04/28/2015 08/14/2014 04/18/2014
SYSTEM AND METHOD FOR AGGREGATION, ANALYSIS, PRESENTATION AND MONETIZATION OF PRICING DATA FOR VEHICLES AND OTHER COMMODITIES	9020843 20140229240 14256791	04/18/2014 08/14/2014 04/18/2014
Wholesale/Trade-In Pricing System, Method and Computer Program Product Therefor	20140214696 14031930	07/31/2014 09/19/2013
Out-the-Door Pricing System, Method and Computer Program Product Therefor	20140214491 14031896	07/31/2014 09/19/2013
PAY-PER-SALE SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT THEREFOR	9811847 20140180882 14137178	11/07/2017 06/26/2014 12/20/2013
SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR DECODING VEHICLE IDENTIFICATION NUMBERS	9116964 20140136550 14158541	08/25/2015 05/15/2014 01/17/2014

SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR PREDICTING ITEM PREFERENCE USING REVENUE-WEIGHTED COLLABORATIVE FILTER	9508084 20140129290 14152884	11/29/2016 05/08/2014 01/10/2014
SYSTEM AND METHOD FOR ANALYSIS AND PRESENTATION OF USED VEHICLE PRICING DATA	20140114726 14145252	04/24/2014 12/31/2013
SYSTEM AND METHOD FOR CONSTRUCTING SPATIALLY CONSTRAINED INDUSTRYSPECIFIC MARKET AREAS	20140074553 14026111	03/13/2014 09/13/2013
SYSTEM AND METHOD FOR THE UTILIZATION OF PRICING MODELS IN THE AGGREGATION, ANALYSIS, PRESENTATION AND MONETIZATION OF PRICING DATA FOR VEHICLES AND OTHER COMMODITIES	9767491 20140058957 14068836	09/19/2017 02/27/2014 10/31/2013
SYSTEM AND METHOD FOR SALES GENERATION IN CONJUNCTION WITH A VEHICLE DATA SYSTEM	9727904 20130311319 13951292	08/08/2017 11/21/2013 07/25/2013
System and Method for the Analysis of Pricing Data Including a Sustainable Price Range for Vehicles and Other Commodities	20130018804 13617764	01/17/2013 09/14/2012
METHOD AND SYSTEM FOR SELECTION, FILTERING OR PRESENTATION OF AVAILABLE SALES OUTLETS	8868480 20130006916 13534930	10/21/2014 01/03/2013 06/27/2012
System and Method for Sales Generation in Conjunction with a Vehicle Data System	8521615 20120259728 13524116	08/27/2013 10/11/2012 06/15/2012
System and method for aggregation, analysis, presentation and monetization of pricing data for vehicles and other commodities	9129325 12556076	09/08/2015 09/09/2009
System and method for calculating and displaying price distributions based on analysis of transactions	9111308 12556109	08/18/2015 09/09/2009
Natural language processing system, method and computer program product useful for automotive data mapping	9031967 13406325	05/12/2015 02/27/2012
System, method and program product for predicting best/worst time to buy	8762219 13232444	06/24/2014 09/14/2011
System, method and computer program product for predicting item preference using revenue-weighted collaborative filter	8661403 13173332	02/25/2014 06/30/2011

System, method and computer program product for decoding vehicle identification numbers	8661020	02/25/2014
	13360981	01/30/2012
System and method for analysis and presentation of used vehicle pricing data	8645193	02/04/2014
	13554743	07/20/2012
System, method and computer program product for demand-weighted selection of sales outlets	8620763	12/31/2013
	13291544	11/08/2011
System, method and computer program product for predicting value of lead	8589250	11/19/2013
	12655462	12/30/2009
System and method for the analysis of pricing data including dealer costs for vehicles and other commodities	8577736	11/05/2013
	12896122	10/01/2010
System and method for the analysis of pricing data including a sustainable price range for vehicles and other commodities	8458012	06/04/2013
	12896164	10/01/2010
System and method for sales generation in conjunction with a vehicle data system	8219464	07/10/2012
	13080832	04/06/2011

EXHIBIT C

Trademarks

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
CHANGING HOW CARS ARE SOLD	85279849	03/29/2011
KNOW THE REAL PRICE	85279842	03/29/2011
WITH TRUECARE.COM, YOU'LL KNOW THE REAL PRICE BEFORE YOU LEAVE YOUR HOME	85393100	08/09/2011
TRUEVIEW	85385128	07/29/2011
TRUEVIEW	85385121	07/29/2011
GREAT PRICE, GOOD PRICE, ABOVE MARKET	85266088	03/14/2011
TRUETRENDS	85117877	08/27/2011
TRUEINSURANCE	77797984	08/05/2009
TRUEFINANCE	77797982	08/05/2009
TRUEAVERAGE	77797974	08/05/2009
TRUEINDEX	77797971	08/05/2009
TRUELOAN	77963610	03/19/2010
TRUEHOME	77963594	03/19/2010
CLEARBOOK	77886834	12/04/2009
TRUETRUCK	77886831	12/04/2009
TRUETRADE	77864246	11/03/2009
CLEARBOOK	77981789	12/04/2009
TRUEQUOTE	77963608	03/19/2010
TRUEBUZZ	77915751	01/20/2010
TRUECAR	77707917	04/06/2009
Z ZAG	78638376	05/26/2005
ZAG	78638368	05/26/2005
TRUEDEAL	87085408	06/27/2016
STORMWATCH	87577753	08/21/2017
TRUESAVINGS	5133913	01/31/2017
	87152377	08/26/2016
TRUELEASE	86103498	10/28/2013
TRUECONDITION	86402398	09/22/2014

THE FUTURE OF CAR BUYING IS HERE	4941460	04/19/2016
	86795987	10/22/2015
TRUETARGET	4062212	11/29/2011
	85124399	09/07/2010
TRUE PRICE	4421804	10/22/2013
	85881193	03/20/2013
TRUE PRICE	4421803	10/22/2013
	85881187	03/20/2013
TRUE PRICE INFORMED. ACCURATE. TRUSTED.	4296462	02/26/2013
	85546115	02/17/2012
TRUE PRICE INFORMED. ACCURATE. TRUSTED.	4296461	02/26/2013
	85546073	02/17/2012
TRUEMPG	4436580	11/19/2013
	85924697	05/06/2013
TRUECAR	4419891	10/15/2013
	85800222	12/11/2012
\$ CARPERKS	3239233	05/08/2007
	78826512	03/01/2006
CARPERKS	3236578	05/01/2007
	78826488	03/01/2006
TRUEVIEW	3372593	01/22/2008
	77189198	05/24/2007

EXHIBIT D

Mask Works

<u>Description</u>	Registration/ Application <u>Number</u>	Registration/ Application <u>Date</u>
NONE		