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| d original documents or copy thereof. | |
| as of receiving party(les) | |
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| EAmerican Express Tower World Financial Center | |
| State:NYZIP: 10285-49 | 00 |
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| in the United States, a domestic represetative designation Q Yes 🔞 No | |
| parate document from assignment) | |
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| To the Honorable Commissioner of Patents and Trademarks: | Please record the attached original documents of copy thereor. |
| 1. Name of conveying party(ies): IDS Financial Corporation IDS Tower 10 Minneapolis, Minnesota 55440 | 2. Name and address of receiving party(les) Name: American Express Company Internal Address: |
| ☐ Individual(s) ☐ Association ☐ General Partnership ☐ Limited Partnership ☐ Corporation-State Delaware ☐ Other ☐ Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No 3. Nature of conveyance: ☐ Assignment ☐ Merger ☐ Security Agreement ☐ Change of Name ☐ Other ☐ Execution Date: March 28, 2001 | American Express Tower Street Address: World Financial Center City: New York State: NY ZIP: 10285-4 Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State New York Other If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No |
| 4. Application number(s) or patent number(s): | <u> </u> |
| A. Trademark Application No.(s) | B. Trademark Registration No.(s) |
| U.S. Patent & TMOfc/TM Mall Rept Dt. #11 Additional numbers at | ttached? D Yes OX No |
| 5. Name and address of party to whom correspondence concerning document should be mailed: | 6. Total number of applications and registrations involved: |
| Name: Mark J. Liss Internal Address: LEYDIG VOIT & MAYER LTD. | 7. Total fee (37 CFR 3.41)\$ 40.00 Enclosed Authorized to be charged to deposit account |
| Street Address: Two Prudential Plaza Suite 4900 | 8. Deposit account number: |
| City: Chicago State: IL ZIP: 60601 | (Attach duplicate copy of this page if paying by deposit account) |
| 04/26/2001 AAHMED: 00000313 1690154 DO NOT US | E THIS SPACE |
| 91 FC:481 40.00 pp | nation is true and correct and any attached copy is a true copy of |
| Mark J. Liss | 1/ Tim 4/10/01 |
| Name of Person Signing | Signature / Date |

ASSIGNMENT OF TRADEMARK

WHEREAS, IDS Financial Corporation., a Delaware corporation, having its principal place of business at IDS Tower 10, Minneapolis, Minnesota 55440 (Assignor) has adopted, used, and is the owner of U.S. Trademark Registration No. 1,890,154 for IDS LIFE OF NEW YORK: THE ANNUITY EXPERT which was registered on April 18, 1995 (hereinafter The Mark);

WHEREAS, American Express Company, a New York corporation, having its principal place of business at American Express Tower, World Financial Center, New York, New York 10285-4900 (Assignee) is desirous of acquiring The Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title, and interest in and to The Mark, together with the goodwill of the business symbolized by The Mark, and including all common-law and other rights in The Mark, all claims, demands and causes of action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of The Mark, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this Assignment to take effect on the $\frac{\partial \mathcal{S}}{\partial t}$ day of March, 2001.

IDS FINANCIAL CORPORATION

Dun C.an

Gumer Alvero

Vice President & Managing Director,

Annuity Products

#180302 v01

RECORDED: 04/13/2001

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