



## ASSIGNMENT OF TRADEMARK

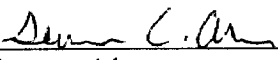
WHEREAS, IDS Financial Corporation., a Delaware corporation, having its principal place of business at IDS Tower 10, Minneapolis, Minnesota 55440 (Assignor) has adopted, used, and is the owner of U.S. Trademark Registration No. 1,890,154 for IDS LIFE OF NEW YORK: THE ANNUITY EXPERT which was registered 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 25<sup>th</sup> day of March, 2001.

IDS FINANCIAL CORPORATION

  
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Gumer Alvero  
Vice President & Managing Director,  
Annuity Products