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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
American Express Financial Corporation
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State Delaware
 Other _____

2. Name and address of receiving party(ies)
Name: American Express Company
Internal Address: 49th Floor
Street Address: 200 Vesey Street
City: NY State: NY Zip: 10285
 Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State New York
 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: _____

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 registration number(s):
A. Trademark Application No.(s)
B. Trademark Registration No.(s)
1,971,117

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Barbra Schiff
Internal Address: American Express Company
Street Address: 200 Vesey Street
City: NY State: NY Zip: 10285

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Barbra Schiff
Name of Person Signing

A. Schiff
Signature

07/20/01
Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

07/24/2001 DBYRNE 00000009 1971117

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TRADEMARK ASSIGNMENT

WHEREAS, American Express Financial Corporation, a Delaware corporation, having offices at IDS Tower 10, Minneapolis, Minnesota 55440, is the owner of all right, title, and interest in and to U.S. Service Mark Registration No. 1,971,117 for SMARTDATA, which is registered in the United States Patent and Trademark Office; and

WHEREAS, American Express Company, a New York corporation, located at American Express Tower, World Financial Center, New York, New York 10285-4900, is desirous of acquiring the entire right, title, and interest in and to the above-noted service mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, American Express Financial Corporation does hereby assign and transfer unto American Express Company all right, title, and interest in and to U.S. Service Mark Registration No.1,971,117, for SMARTDATA, together with the goodwill of the business symbolized by this service mark.

Dated: 7/16/01

AMERICAN EXPRESS FINANCIAL CORPORATION

By: Catherine Libbe

Name: CATHERINE LIBBE

Title: VICE PRESIDENT

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