

05-16-2001



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RECORDATION FORM COVER SHEET  
**TRADEMARKS ONLY**

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

05-07-2001

U.S. Patent & TMO/c/TM Mail Rcpt Dt #72  
1 ad settings

1/2002)

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

1. Name of conveying party(ies):

IDS Life Insurance Company

- Individual(s)
- General Partnership
- Corporation-State Minnesota
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: April 16, 2001

2. Name and address of receiving party(ies)

Name: American Express Company

Internal

Address: American Express Tower

Street Address: World Financial Center

City: New York State: NY Zip: 10285

- 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 registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,649,016

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Mark J. Liss

Internal Address: 161418

Leydig, Voit & Mayer, Ltd.

Street Address: Two Prudential Plaza

Suite 4900

City: Chicago State: IL Zip: 60601

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- 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.*

Mark J. Liss

Name of Person Signing

Signature

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

05/16/2001 370N11 00000060 1649016

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40.00 DP

**ASSIGNMENT OF TRADEMARK**


WHEREAS, IDS Life Insurance Company., a Minnesota 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. 1,649,016 for the mark PRIVILEGED ASSETS which was registered on June 25, 1991 (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 16 day of April, 2001.

IDS FINANCIAL CORPORATION

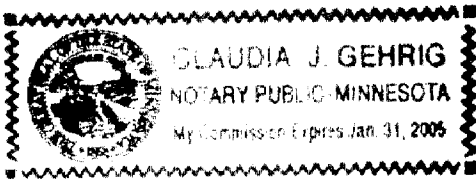
By:   
Gumer Alvero  
Vice President & Managing Director,  
Annuity Products

NOTARIAL CERTIFICATE

STATE OF Minnesota )  
 ) ss.  
COUNTY OF Hennepin )

On this 16<sup>th</sup> day of APRIL, 2001, before me, a Notary Public in and for said county, appeared Gumer Alvero, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that he signed and delivered the document as his free and voluntary act for the uses and purposes therein set forth.

(SEAL)



Claudia J. Gehrig  
Notary Public

My Commission expires: 1-31-05