

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jay Greenlees		02/10/2004	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	American Express Company		
Street Address:	American Express Tower, 200 Vesey Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10285-4900		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2534953	DON'T TRADE WITHOUT IT	
Registration Number:	2534954	DON'T BARTER WITHOUT IT	
CORRESPONDENCE DATA			
Fax Number:	(312)616-5700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-616-5600		
Email:	anaffziger@leydig.com		
Correspondent Name:	Anne E. Naffziger		
Address Line 1:	Two Prudential Plaza, Suite 4900		
Address Line 4:	Chicago, ILLINOIS 60601-6780		
ATTORNEY DOCKET NUMBER:	201634		
NAME OF SUBMITTER:	Anne E. Naffziger		
Total Attachments: 2			
source=assignment#page1.tif			
source=assignment#page2.tif			

CH \$65.00 2534953

ASSIGNMENT OF TRADEMARKS

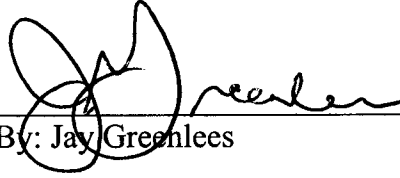
WHEREAS, Jay Greenlees (Assignor), an individual residing at 660 River Cove Drive, Dracula, Georgia 30019 is the owner of the following marks now registered in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Registration No.</u>	<u>Date of Registration</u>
DON'T BARTER WITHOUT IT	2,534,954	January 29, 2002
DON'T TRADE WITHOUT IT	2,534,953	January 29, 2002

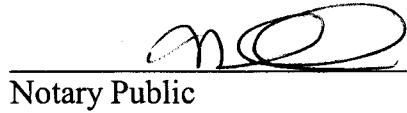
WHEREAS, American Express Company (Assignee), a New York corporation, having its principal place of business at American Express Tower, 200 Vesey Street, New York, New York 10285-4900 is desirous of acquiring said marks;

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 said marks, together with the goodwill of the business symbolized by said marks and registrations thereof, and including all common-law and other rights in said marks, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said marks prior to the date hereof, 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 10th day of February, 2004.


By: Jay Greenlees

Subscribed and sworn before me on February 10, 2004


Notary Public

County: Sumner

State: GA

