

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
American Express Company		09/10/2004	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	American Express Incentive Services, L.L.C.		
<b>Street Address:</b>	1309 North Highway Drive		
<b>City:</b>	Fenton		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63099-0100		
<b>Entity Type:</b>	COMPANY:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	78443934	PRIMARY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)640-0361		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-640-1436		
<b>Email:</b>	trademarks@aexp.com		
<b>Correspondent Name:</b>	American Express Company		
<b>Address Line 1:</b>	200 Vesey Street		
<b>Address Line 4:</b>	New York, NEW YORK 10285		
<b>NAME OF SUBMITTER:</b>	Stephen P. Norman		
<b>Signature:</b>	/Stephen P. Norman/		
<b>Date:</b>	09/01/2005		
<b>Total Attachments: 1</b> source=Primary#page1.tif			

OP \$40.00 78443934

ASSIGNMENT OF TRADEMARKS

WHEREAS, American Express Company of 200 Vesey Street, New York, New York 10285, is the owner of the entire right, title and interest in and to the trademark PRIMARY. U.S. Application Serial No. 78/443934.

AND WHEREAS, American Express Incentive Services, L.L.C., 1309 North Highway Drive, Fenton, MO 63099-0100 is desirous of acquiring said application;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, American Express Company hereby assigns to American Express Incentive Services all right, title and interest in and to said mark, together with the good will of the business symbolized by said mark and the application listed above.

ASSIGNOR hereby requests the Trademarks Office whose duty it is to receive or register trademarks or applications therefore to record Assignee as the owner of the Mark and to issue the registration for said Mark, to be in the name of Assignee, as assignee of the Mark, for the sole use of Assignee, its successors, legal representatives, and assigns, in accordance with the terms of this Assignment.

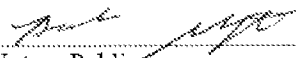
ASSIGNOR: American Express Company.

By:

  
September 10, 2004  
Stephen P. Norman  
Secretary

STATE OF NEW YORK )  
COUNTY OF NEW YORK ) )SS

On this 10th of September, before me appeared Stephen P. Norman, the person who signed this instrument, who acknowledged that he or she signed it as a free act on behalf of the identified corporation.

  
Notary Public  
My Commission Expires  
08/20/05

BARBRA SCHIFF  
Notary Public State of New York  
No. 01SC6063024  
Qualified in Kings County  
Commission Expires 08/20/2005