

**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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
American Express Travel Related Services Company, Inc.		08/25/2005	CORPORATION: NEW YORK

**RECEIVING PARTY DATA**

<b>Name:</b>	American Express Marketing & Development Corp.
<b>Street Address:</b>	200 Vesey Street
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10285
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 48**

Property Type	Number	Word Mark
Registration Number:	1024840	AMERICAN EXPRESS
Registration Number:	2463515	AMERICAN EXPRESS
Registration Number:	2411806	AMERICAN EXPRESS @ WORK
Registration Number:	2380657	AMERICAN EXPRESS ADVANTAGE
Registration Number:	2766927	AMERICAN EXPRESS BANK
Registration Number:	1032516	AMERICAN EXPRESS
Registration Number:	2272210	AMERICAN EXPRESS
Registration Number:	1724234	AMERICAN EXPRESS CARDS WELCOME
Registration Number:	2506124	AMERICAN EXPRESS BUSINESS
Registration Number:	1230270	AMERICAN EXPRESS
Registration Number:	2623485	AMERICAN EXPRESS COMMUNITY BUSINESS
Registration Number:	2302524	AMERICAN EXPRESS CONNECTIONS
Registration Number:	1622856	AMERICAN EXPRESS CORPORATE AMERICAN EXPRESS WORLD SERVICE

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Registration Number:	2587728	AMERICAN EXPRESS CUSTOMER CARE
Registration Number:	2437508	AMERICAN EXPRESS HOME REGISTRY
Registration Number:	2890155	AMERICAN EXPRESS INNOVATIONS
Registration Number:	2709658	AMERICAN EXPRESS
Registration Number:	2615708	AMERICAN EXPRESS
Registration Number:	2518621	AMERICAN EXPRESS NEW SOLUTIONS
Registration Number:	2338220	AMERICAN EXPRESS ONE
Registration Number:	2808620	AMERICAN EXPRESS ONE
Registration Number:	2245543	AMERICAN EXPRESS ONLINE BACKUP SERVICE
Registration Number:	2793421	AMERICAN EXPRESS PINNACLE VARIABLE ANNUITY
Registration Number:	2424972	AMERICAN EXPRESS PLANNING INVITATIONAL
Registration Number:	2442416	AMERICAN EXPRESS PLANNING INVITATIONAL
Registration Number:	2604346	AMERICAN EXPRESS PLATINUM FINANCIAL SERVICES
Registration Number:	2364167	AMERICAN EXPRESS PLATINUM VARIABLE ANNUITY
Registration Number:	2603002	AMERICAN EXPRESS RETIREMENT ADVISOR ADVANTAGE
Registration Number:	2916742	AMERICAN EXPRESS RETIREMENT ADVISOR ADVANTAGE PLUS
Registration Number:	2644682	AMERICAN EXPRESS RETIREMENT ADVISOR SELECT VARIABLE ANNUITY
Registration Number:	2916741	AMERICAN EXPRESS RETIREMENT ADVISOR SELECT PLUS
Registration Number:	2399629	AMERICAN EXPRESS SIGNATURE VARIABLE ANNUITY
Registration Number:	2451979	AMERICAN EXPRESS SIGNATURE VARIABLE UNIVERSAL LIFE
Registration Number:	1958496	AMERICAN EXPRESS TRAVELERS CHEQUE
Registration Number:	1178455	AMERICAN EXPRESS WORLD SERVICE
Registration Number:	2645207	BLUE FROM AMERICAN EXPRESS
Registration Number:	2885089	EACCESS FROM AMERICAN EXPRESS BANK
Registration Number:	2293940	OPTIMA AMERICAN EXPRESS
Serial Number:	78629698	
Serial Number:	78357491	AMERICAN EXPRESS FINANCIAL ADVANTAGE
Serial Number:	78635770	AMERICAN EXPRESS GREEN CARD
Serial Number:	78642970	AMERICAN EXPRESS GREEN CARD
Serial Number:	78627382	AMERICAN EXPRESS INVESTMENT OPTIMIZATION
Serial Number:	78417208	AMERICAN EXPRESS SELECTS
Serial Number:	78471919	BLACK FROM AMERICAN EXPRESS

Serial Number:	78476937	BUTTERFLY FROM AMERICAN EXPRESS
Serial Number:	78455375	IN FROM AMERICAN EXPRESS
Serial Number:	78310983	OPEN FROM AMERICAN EXPRESS

**CORRESPONDENCE DATA**

Fax Number: (212)640-0361  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 212-640-1436  
Email: trademarks@aexp.com  
Correspondent Name: Barbra Schiff  
Address Line 1: 200 Vesey Street  
Address Line 4: New York, NEW YORK 10285

NAME OF SUBMITTER:	Stephen P. Norman
Signature:	/Stephen P. Norman/
Date:	09/15/2005

Total Attachments: 3  
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## ASSIGNMENT OF TRADEMARKS

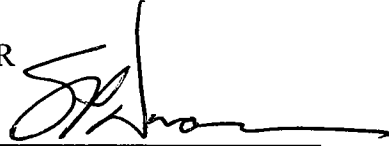
Whereas, **American Express Travel Related Services Company, Inc.**, a New York corporation, having its principal offices at 200 Vesey Street, New York, New York 10285 (Assignor), has adopted, used, is using and is the owner of various trademarks and trade names including, but not limited to those trademarks and trade names listed on Schedule A attached hereto;

Whereas, **American Express Marketing & Development Corp.**, a Delaware corporation having its principal place of business at 200 Vesey Street, New York, New York 10285 (Assignee), is desirous of acquiring all rights to said trademarks and trade names, including all common-law rights thereto;

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 trademarks and trade names, together with the goodwill of the business symbolized by said trademarks and trade names and any applications and registrations thereof, and including all common-law and other rights, 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 trademarks and trade names and any applications and registrations thereof 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. Assignor hereby agrees that it will execute any additional documents necessary to complete the recordal of this assignment in any country or jurisdiction where necessary.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of the Assignor and Assignee, does hereby execute this assignment to take effect on the 25<sup>th</sup> day of August 2005.

ASSIGNOR



Name: Stephen P Norman  
Title: Secretary

On this 25<sup>th</sup> day of August, 2005, before me, a Notary Public, appeared Stephen P Norman, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and is known to me as a person authorized to sign singly on behalf of the Assignor; and acknowledged that he signed and delivered the document as his free and voluntary act for the uses and purposes therein set forth.

  
Notary Public

**DIANNE K. CAHILL**  
Notary Public, State of New York  
No. 01CA4950533  
Qualified in Nassau County  
Commission Expires May 1, 2007

Executed and accepted by: ASSIGNEE



Name: Stephen P Norman  
Title: Secretary

On this 25<sup>th</sup> day of August, 2005, before me, a Notary Public, appeared Stephen P Norman, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and is know to me as a person authorized to sign singly on behalf of ASSIGNEE, and acknowledged that he signed and delivered the document as his free and voluntary act for the uses and purposes therein set forth.

  
Notary Public

**DIANNE K. CAHILL**  
Notary Public, State of New York  
No. 01CA4950533  
Qualified in Nassau County  
Commission Expires May 1, 2007

TRS to AEMD

TrademarkName	AppNumber	RegNumber
AMERICAN EXPRESS	73/21448	1024840
AMERICAN EXPRESS & DESIGN	75/873543	2463515
AMERICAN EXPRESS @ WORK	75/600971	2411806
AMERICAN EXPRESS ADVANTAGE	75/620958	2380657
AMERICAN EXPRESS BANK	78/186118	2766927
AMERICAN EXPRESS BLUE BOX LOGO	78/629698	
AMERICAN EXPRESS BOX LOGO	73/42623	1032516
AMERICAN EXPRESS BOX LOGO	75/524338	2272210
AMERICAN EXPRESS BOX LOGO & CARDS WELCOME	74/242840	1724234
AMERICAN EXPRESS BUSINESS & DESIGN	76/094345	2506124
AMERICAN EXPRESS CARD DESIGN	73/279157	1230270
AMERICAN EXPRESS COMMUNITY BUSINESS	76/170974	2623485
AMERICAN EXPRESS CONNECTIONS	75/313920	2302524
AMERICAN EXPRESS CORPORATE CARD DESIGN	74/006974	1622856
AMERICAN EXPRESS CUSTOMER CARE AND DESIGN	76/165776	2587728
AMERICAN EXPRESS FINANCIAL ADVANTAGE	78/357491	
AMERICAN EXPRESS GREEN CARD	78/635770	
AMERICAN EXPRESS GREEN CARD	78/642970	
AMERICAN EXPRESS HOME REGISTRY	75/620721	2437508
AMERICAN EXPRESS INNOVATIONS	78/155360	2890155
AMERICAN EXPRESS INVESTMENT OPTIMIZATION	78/627382	
AMERICAN EXPRESS MISCELLANEOUS DESIGN	75/791352	2709658
AMERICAN EXPRESS MISCELLANEOUS DESIGN	75/791287	2615708
AMERICAN EXPRESS NEW SOLUTIONS	75/941743	2518621
AMERICAN EXPRESS ONE	75/665788	2338220
AMERICAN EXPRESS ONE	78/186431	2808620
AMERICAN EXPRESS ONLINE BACKUP SERVICE DESIGN	75/348548	2245543
AMERICAN EXPRESS PINNACLE VARIABLE ANNUITY	75/763495	2793421
AMERICAN EXPRESS PLANNING INVITATIONAL	75/854486	2424972
AMERICAN EXPRESS PLANNING INVITATIONAL & DESIGN	75/892524	2442416
AMERICAN EXPRESS PLATINUM FINANCIAL SERVICES	76/263615	2604346
AMERICAN EXPRESS PLATINUM VARIABLE ANNUITY	75/649357	2364167
AMERICAN EXPRESS RETIREMENT ADVISOR ADVANTAGE	78/069328	2603002
AMERICAN EXPRESS RETIREMENT ADVISOR ADVANTAGE PLUS	78246580	2916742
AMERICAN EXPRESS RETIREMENT ADVISOR SELECT	78/089058	2644682
AMERICAN EXPRESS RETIREMENT ADVISOR SELECT PLUS	78246570	2916741
AMERICAN EXPRESS SELECTS	78/417208	
AMERICAN EXPRESS SIGNATURE VARIABLE ANNUITY	75/738162	2399629
AMERICAN EXPRESS SIGNATURE VARIABLE UNIVERSAL LIFE	75/753359	2451979
AMERICAN EXPRESS TRAVELERS CHEQUES & DESIGN	74/574013	1958496
AMERICAN EXPRESS WORLD SERVICE & DESIGN	73/205966	1178455
BLACK FROM AMERICAN EXPRESS	78/471919	
BLUE FROM AMERICAN EXPRESS	76/149749	2645207
BUTTERFLY FROM AMERICAN EXPRESS	78/476937	
EACCESS FROM AMERICAN EXPRESS BANK	78/153577	2885089
IN FROM AMERICAN EXPRESS	78/455375	
OPEN FROM AMERICAN EXPRESS	78310983	
OPTIMA AMERICAN EXPRESS	75/382826	2293940