

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
American Express Company		08/16/2005	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Ameriprise Financial, Inc.
Street Address:	70100 Ameriprise Financial Center
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55474
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 121

Property Type	Number	Word Mark
Registration Number:	2120792	1-800-GET-ADVICE
Registration Number:	2863661	ACCESSAEFG
Serial Number:	78515057	ACCESSCHOICE SELECT
Serial Number:	78563765	ACCUMULATION PROTECTOR BENEFIT
Serial Number:	78605935	AMERIPRISE
Serial Number:	78632463	AMERIPRISE
Serial Number:	78668636	AMERIPRISE FINANCIAL
Serial Number:	78633146	AMERIPRISE FINANCIAL
Serial Number:	78666476	AMERIPRISE GOLD FINANCIAL SERVICES
Serial Number:	78656083	AMERIPRISE INNOVATIONS
Serial Number:	78656071	AMERIPRISE NEW SOLUTIONS
Serial Number:	78676060	AMERIPRISE ONE
Serial Number:	78653190	AMERIPRISE PLATINUM
Serial Number:	78656080	AMERIPRISE SELECT

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Serial Number:	78656089	AMERIPRISE SIGNATURE
Serial Number:	78649946	AMERIPRISE WHAT'S NEXT
Serial Number:	78075892	APEX CLASSIC
Serial Number:	78075887	APEX SELECT
Registration Number:	2311274	ART OF RETIREMENT
Registration Number:	2320880	ART OF RETIREMENT
Registration Number:	2820199	BENEFIT PROTECTOR
Registration Number:	2854284	BENEFIT PROTECTOR PLUS
Serial Number:	78676280	BENEFITS BLUEPRINT
Serial Number:	78676289	BLUEPRINT DESIGN
Serial Number:	78669301	BLUEPRINT SUCCESS PLAN
Serial Number:	78528890	BLUEPRINT, A DELIVERABLES AND NEEDS ANALYSIS
Registration Number:	2733809	BLUESTAR
Serial Number:	78220286	COLLEGE BOUND ECONOMY
Serial Number:	78233079	COMMUNITY CONNECTIONS
Serial Number:	78633120	SM
Serial Number:	78633179	
Serial Number:	78515050	ENDEAVOR SELECT
Registration Number:	2222538	ENJOY INVEST PROTECT ASSESS CREATE
Serial Number:	78322141	FAMILY AND FINANCIAL SECURITY REVIEW
Serial Number:	78357493	FINANCIAL INSIGHT FOR YOUR PERSONAL ECONOMY
Serial Number:	78357507	FINANCIAL STRATEGIES TO HELP MANAGE YOUR PERSONAL ECONOMY
Serial Number:	78676259	FLEXCHOICE
Serial Number:	78357502	FORWARD FOCUS
Serial Number:	78662430	GENERATION R
Serial Number:	78653151	GET TO WHAT'S NEXT
Serial Number:	78465715	GLOBAL INVESTING WITH A LOCAL GUIDE
Registration Number:	2472417	GO!
Registration Number:	2562939	GOAL ACHIEVEMENT PROJECTION (G.A.P.) STATEMENT
Registration Number:	2875097	HELPING ACHIEVE FAMILY AND FINANCIAL SECURITY
Serial Number:	78529094	HELPING YOU PLAN FOR A NEW RETIREMENT
Registration Number:	2567953	HOW DO YOU KNOW?
Serial Number:	78591402	IDS
Serial Number:	78591405	IDS ADVISORY SERVICES

Serial Number:	78591408	IDS FINANCIAL SERVICES
Serial Number:	78623474	IDS LIFE OF NEW YORK: THE ANNUITY EXPERT
Serial Number:	78351896	INCOME ASSURER BENEFIT
Registration Number:	2771817	INMOTION
Registration Number:	2261508	INVESTING AT WORK
Serial Number:	78367096	INVESTING IS SMART. KEEPING IT SIMPLE IS EVEN SMARTER.
Serial Number:	78297892	JAZZ
Serial Number:	78624750	KNOW YOUR PLAN IS WORKING
Serial Number:	78164974	LIFE PROTECTION SELECT
Serial Number:	78361616	LIFETIME OPTIMIZER
Registration Number:	2817266	MANAGING THE ECONOMY THAT MEANS MOST: YOURS
Serial Number:	78422996	MANAGING YOUR ECONOMY
Registration Number:	2459402	MEET US ONLINE. GET TO KNOW US IN PERSON.
Registration Number:	2805291	MONTE CARLO ADVANTAGE
Serial Number:	78433801	MY ECONOMY
Registration Number:	2327973	NEW DIMENSIONS FUND
Registration Number:	2805082	NEXTPLAN
Serial Number:	78469623	ON TARGET
Registration Number:	2447481	PERSONAL INVESTMENT EDUCATION (P.I.E.) GUIDE
Serial Number:	78676284	PLAN BLUEPRINT
Registration Number:	2466629	PLAN TO RETIRE WISER, RICHER, SOONER
Serial Number:	78653107	PLANNING YOUR FINANCIAL LIFE TODAY AND TOMORROW
Registration Number:	1649016	PRIVILEGED ASSETS
Registration Number:	2786566	QUANTUM SELECT
Registration Number:	2511414	REAL TAL(K)
Serial Number:	78653158	REDEFINING WHAT'S NEXT
Serial Number:	78653163	REINVENTING WHAT'S NEXT
Serial Number:	78633133	SM
Serial Number:	78633185	
Serial Number:	78607793	RIVERSOURCE
Serial Number:	78632472	RIVERSOURCE
Serial Number:	78679854	RIVERSOURCE ADVANTAGE
Serial Number:	78633155	RIVERSOURCE ANNUITIES

Serial Number:	78661475	RIVERSOURCE INNOVATIONS
Serial Number:	78633158	RIVERSOURCE INSURANCE
Serial Number:	78633165	RIVERSOURCE INVESTMENTS
Serial Number:	78661452	RIVERSOURCE NEW SOLUTIONS
Serial Number:	78661427	RIVERSOURCE PINNACLE
Serial Number:	78662530	RIVERSOURCE PLATINUM
Serial Number:	78661486	RIVERSOURCE SELECT
Serial Number:	78661480	RIVERSOURCE SIGNATURE
Registration Number:	2926066	ROLLOVER EVALUATOR
Serial Number:	78220276	SECOND MARRIAGE ECONOMY
Registration Number:	2949702	SECURING TODAY AND TOMORROW
Serial Number:	78653075	SHAPING FINANCIAL DESTINATIONS FOR A LIFETIME
Registration Number:	2890413	SHARE SOMETHING RARE
Serial Number:	78354319	SIMPLIFIED DECISIONS. PERSONAL INVESTING
Serial Number:	78354666	SIMPLIFIED DECISIONS. SMART INVESTING.
Serial Number:	78220280	SINGLE PARENT ECONOMY
Registration Number:	2350797	\$ SMART CHOICES YOUR MONEY. YOUR FUTURE.
Registration Number:	2324955	\$ SMART CHOICES YOUR MONEY. YOUR FUTURE.
Registration Number:	2324943	SMART CHOICES YOUR MONEY.YOUR FUTURE.
Serial Number:	78426752	SMART INVESTING. BUILT ON EXPERIENCE.
Serial Number:	78354351	SMART INVESTING. SIMPLIFIED DECISIONS.
Serial Number:	78354336	SMART, SIMPLE, PERSONAL INVESTING
Registration Number:	1971117	SMARTDATA
Registration Number:	1949015	SMARTSOURCE
Registration Number:	2367727	SO WHAT?
Serial Number:	78408028	TAKE TIME NOW. PROTECT WHAT MEANS THE MOST.
Registration Number:	2238846	THE EAGLE CREST
Registration Number:	2575943	THE POWER OF PLANNING. YOUR BUSINESS. YOUR FUTURE.
Registration Number:	2371822	THE VALUE PACKAGE
Registration Number:	2298747	THE WAI KAHE
Serial Number:	78513798	THREADNEEDLE INVESTMENTS
Registration Number:	2542920	TOMORROW'S SCHOLAR
Registration Number:	2599368	TRACKSTAR
Serial Number:	78377830	WALL STREET WISE. MAIN STREET SMART

Serial Number:	78653119	WELCOME TO WHAT'S NEXT
Registration Number:	2621566	WHAT'S WHAT
Serial Number:	78669291	YOUR BLUEPRINT
Registration Number:	2332561	AEFA INVESTMENT SERVICES
Registration Number:	2824980	AEFG
Serial Number:	78668646	WHAT'S NEXT

CORRESPONDENCE DATA

Fax Number: (602)382-6070

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 602-382-6228

Email: hsobelman@swlaw.com

Correspondent Name: Howard Sobelman, Snell & Wilmer L.L.P.

Address Line 1: One Arizona Center

Address Line 2: 400 E. Van Buren

Address Line 4: Phoenix, ARIZONA 85004-2202

NAME OF SUBMITTER:	Howard Sobelman
Signature:	/Howard Sobelman/
Date:	09/28/2005

Total Attachments: 6

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ASSIGNMENT OF TRADEMARKS

Whereas, **American Express Company**, 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;

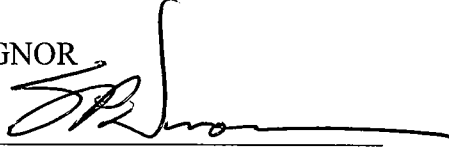
Whereas, **Ameriprise Financial, Inc.** (Assignee), a Delaware corporation having its principal place of business at 70100 Ameriprise Financial Center, Minneapolis, Minnesota 55474, is desirous of acquiring all rights to said trademarks and trade names, including all common-law rights thereto;

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.

The assignment is to a successor which is ongoing and existing and the transfer includes all the business appertaining thereto.

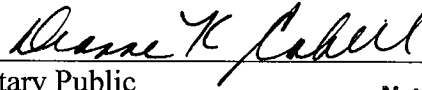
IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of the Assignor and Assignee, does hereby execute this assignment to take effect on the 16th day of August 2005.

ASSIGNOR



Name: Stephen P Norman
Title: Secretary

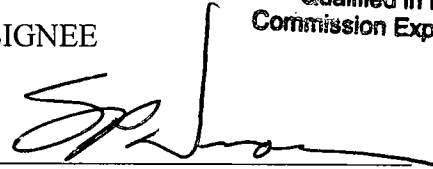
On this 16th day of August, 2005, before me, a Notary Public, appeared Stephen P Norman, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and is known to me as a person authorized to sign singly on behalf of the Assignor; and acknowledged that he signed and delivered the document as his free and voluntary act for the uses and purposes therein set forth.



Notary Public

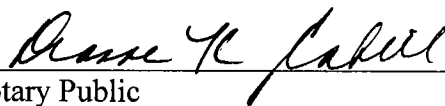
DIANNE K. CAHILL
Notary Public, State of New York
No. 01CA4950533
Qualified in Nassau County
Commission Expires May 1, 2007

Executed and accepted by: ASSIGNEE



Name: Stephen P Norman
Title: Assistant Secretary

On this 16th 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

SCHEDULE A

Country	Trademark	App. No.	Reg. No.
Austria	AEFA-LIFETIME	1048/2005	
Austria	AEFA-SELECT	878/2005	
Canada	AMERIPRISE	1258318	
Canada	RIVERSOURCE	1258317	
Cayman Islands	AMERIPRISE		
Cayman Islands	RIVERSOURCE		
Chile	THREADNEEDLE and Design	666153	725440
European Community	AMERIPRISE	4442836	
European Community	RIVERSOURCE	4442851	
Germany	AEFA-LIFETIME	305 09 745.8/36	
Germany	AEFA-SELECT	305 6 440.1/36	
India	AMERIPRISE	1358256	
India	RIVERSOURCE	1358257	
Japan	AMERIPRISE	2005-47439	
Japan	RIVERSOURCE	2005-47440	
Madrid Protocol	AMERIPRISE	A0001550	
Madrid Protocol	RIVERSOURCE	A0001551	
Philippines	AMERIPRISE	04-2005-004846	
Philippines	RIVERSOURCE	04-2005-004841	
Switzerland	AMERIPRISE	A0001550	
Switzerland	AEFA-LIFETIME	51351/2005	
Switzerland	AEFA-SELECT	50812/2005	
Switzerland	AEFA-SELECT	531805	
United Kingdom	AMERIPRISE	2392065	
United Kingdom	RIVERSOURCE	2392067	
United States of America	1-800-GET-ADVICE	74/733395	2120792
United States of America	ACCESSAEFG	78/170,688	2863661
United States of America	ACCESSCHOICE SELECT	78/515057	
United States of America	ACCUMULATION PROTECTOR BENEFIT	78/563765	
United States of America	AMERIPRISE	78/605935	
United States of America	AMERIPRISE and compass design	78/632463	
United States of America	AMERIPRISE FINANCIAL	78/668636	
United States of America	AMERIPRISE FINANCIAL and compass design	78/633146	
United States of America	AMERIPRISE GOLD FINANCIAL SERVICES	78666476	
United States of America	AMERIPRISE INNOVATIONS	78656083	
United States of America	AMERIPRISE NEW SOLUTIONS	78656071	
United States of America	AMERIPRISE ONE	78676060	
United States of America	AMERIPRISE PINNACLE	78676068	
United States of America	AMERIPRISE PLATINUM	78653190	

Country	Trademark	App. No.	Reg. No.
United States of America	AMERIPRISE SELECT	78656080	
United States of America	AMERIPRISE SIGNATURE	78656089	
United States of America	AMERIPRISE WHAT'S NEXT	78/649946	
United States of America	APEX CLASSIC	78/075892	
United States of America	APEX SELECT	78/075887	
United States of America	ART OF RETIREMENT	75/579529	2311274
United States of America	ART OF RETIREMENT & DESIGN	75/579427	2320880
United States of America	BENEFIT PROTECTOR	76/243470	2820199
United States of America	BENEFIT PROTECTOR PLUS	76/242661	2854284
United States of America	BENEFITS BLUEPRINT	78676280	
United States of America	BLUEPRINT DESIGN	78676289	
United States of America	BLUEPRINT SUCCESS PLAN	78/669301	
United States of America	BLUEPRINT, A DELIVERABLES AND NEEDS ANALYSIS	78/528890	
United States of America	BLUESTAR	76/171049	2733809
United States of America	COLLEGE BOUND ECONOMY	78/220286	
United States of America	COMMUNITY CONNECTIONS	78/233079	
United States of America	Compass design only (B&W)	78/633120	
United States of America	Compass design only (color)	78/633179	
United States of America	ENDEAVOR SELECT	78/515050	
United States of America	ENJOY INVEST PROTECT ASSESS CREATE & DESIGN	75/379996	2222538
United States of America	FAMILY AND FINANCIAL SECURITY REVIEW	78/322141	
United States of America	FINANCIAL INSIGHT FOR YOUR PERSONAL ECONOMY	78/357493	
United States of America	FINANCIAL STRATEGIES TO HELP MANAGE YOUR PERSONAL ECONOMY	78/357507	
United States of America	FLEXCHOICE	78/676259	
United States of America	FORWARD FOCUS	78/357502	
United States of America	GENERATION R	78662430	
United States of America	GET TO WHAT'S NEXT	78653151	
United States of America	GLOBAL INVESTING WITH A LOCAL GUIDE	78/465715	
United States of America	GO!	75/934447	2472417
United States of America	GOAL ACHIEVEMENT PROJECTION (G.A.P.) STATEMENT	75/917661	2562939
United States of America	HELPING ACHIEVE FAMILY AND FINANCIAL SECURITY	78/315854	2875097
United States of America	HELPING YOU PLAN FOR A NEW RETIREMENT	78/529094	
United States of America	HOW DO YOU KNOW?	75/781126	2567953
United States of America	IDS	78/591402	
United States of America	IDS ADVISORY SERVICES	78/591405	
United States of America	IDS FINANCIAL SERVICES	78/591408	
United States of America	IDS LIFE OF NEW YORK: THE ANNUITY EXPERT	78/623474	
United States of America	INCOME ASSURER BENEFIT	78/351896	
United States of America	INMOTION	78/186383	2771817
United States of America	INVESTING AT WORK LOGO DESIGN	75/337757	2261508
United States of America	INVESTING IS SMART. KEEPING IT SIMPLE IS EVEN SMARTER.	78/367096	
United States of America	JAZZ	78/297892	
United States of America	KNOW YOUR PLAN IS WORKING	78624750	

Country	Trademark	App. No.	Reg. No.
United States of America	LIFE PROTECTION SELECT	78/164974	
United States of America	LIFETIME OPTIMIZER	78/361616	
United States of America	MANAGING THE ECONOMY THAT MEANS MOST: YOURS	78/207341	2817266
United States of America	MANAGING YOUR ECONOMY	78422996	
United States of America	MEET US ON LINE. GET TO KNOW US IN PERSON.	75/887903	2459402
United States of America	MONTE CARLO ADVANTAGE	76/181292	2805291
United States of America	MY ECONOMY	78433801	
United States of America	NEW DIMENSIONS FUND	75/489068	2327973
United States of America	NEXTPLAN	78/230218	2805082
United States of America	ON TARGET	78/469623	
United States of America	PERSONAL INVESTMENT EDUCATION (P.I.E.) GUIDE	75/770980	2447481
United States of America	PLAN BLUEPRINT	78676284	
United States of America	PLAN TO RETIRE WISER, RICHER, SOONER PLANNING YOUR FINANCIAL LIFE TODAY AND TOMORROW	75/853011	2466629
United States of America	PRIVILEGED ASSETS	74/044674	1649016
United States of America	QUANTUM SELECT	78/199500	2786566
United States of America	REAL TAL(K) AND DESIGN	75/600970	2511414
United States of America	REDEFINING WHAT'S NEXT	78653158	
United States of America	REINVENTING WHAT'S NEXT	78653163	
United States of America	RETIREMENT(3)		
United States of America	River design only (B&W)	78/633133	
United States of America	River design only (color)	78/633185	
United States of America	RIVERSOURCE	78/607793	
United States of America	RIVERSOURCE (and design)	78/632472	
United States of America	RIVERSOURCE ADVANTAGE	78679854	
United States of America	RIVERSOURCE ANNUITIES (and design)	78/633155	
United States of America	RIVERSOURCE INNOVATIONS	78661475	
United States of America	RIVERSOURCE INSURANCE (and design)	78/633158	
United States of America	RIVERSOURCE INVESTMENTS (and design)	78/633165	
United States of America	RIVERSOURCE NEW SOLUTIONS	78661452	
United States of America	RIVERSOURCE PINNACLE	78661427	
United States of America	RIVERSOURCE PLATINUM	78662530	
United States of America	RIVERSOURCE SELECT	78661486	
United States of America	RIVERSOURCE SIGNATURE	78661480	
United States of America	ROLLOVER EVALUATOR	78/230114	2926066
United States of America	SECOND MARRIAGE ECONOMY	78/220276	
United States of America	SECURING TODAY AND TOMORROW	78/164978	2949702
United States of America	SHAPING FINANCIAL DESTINATIONS FOR A LIFETIME	78653075	
United States of America	SHARE SOMETHING RARE	78/250928	2890413
United States of America	SIMPLIFIED DECISIONS. PERSONAL INVESTING	78/354319	
United States of America	SIMPLIFIED DECISIONS. SMART INVESTING	78/354666	
United States of America	SINGLE PARENT ECONOMY	78/220280	
United States of America	SMART CHOICES YOUR MONEY.YOUR FUTURE	75/500369	2350797
United States of America	SMART CHOICES YOUR MONEY.YOUR FUTURE	75/500734	2324955

Country	Trademark	App. No.	Reg. No.
United States of America	SMART CHOICES YOUR MONEY.YOUR FUTURE	75/482272	2324943
United States of America	SMART INVESTING. BUILT ON EXPERIENCE.	78/426752	
United States of America	SMART INVESTING. SIMPLIFIED DECISIONS.	78/354351	
United States of America	SMART, SIMPLE, PERSONAL INVESTING	78/354336	
United States of America	SMARTDATA	74/639239	1971117
United States of America	SMARTSOURCE	74/638402	1949015
United States of America	SO WHAT?	75/579502	2367727
United States of America	TAKE TIME NOW. PROTECT WHAT MEANS THE MOST	78/408028	
United States of America	THE EAGLE CREST	75/447734	2238846
United States of America	THE POWER OF PLANNING. YOUR BUSINESS. YOUR FUTURE	76/265250	2575943
United States of America	THE VALUE PACKAGE	75/641966	2371822
United States of America	THE WAI KAHE	75/382827	2298747
United States of America	THREADNEEDLE INVESTMENTS and Design	78/513798	
United States of America	TOMORROW'S SCHOLAR	76/239991	2542920
United States of America	TRACKSTAR	76/263276	2599368
United States of America	WALL STREET WISE. MAIN STREET SMART	78/377830	
United States of America	WELCOME TO WHAT'S NEXT	78653119	
United States of America	WHAT\$ WHAT	78/096957	2621566
United States of America	WHAT'S NEXT	78/668646	
United States of America	YOUR BLUEPRINT	78/669291	
United States of America	ACCESSAEFG		2863661
United States of America	AEFA INVESTMENT SERVICES & Design		2,332,561
United States of America	AEFG		2824980