

**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		08/16/2005	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Ameriprise Financial, Inc.		
<b>Street Address:</b>	70100 Ameriprise Financial Center		
<b>City:</b>	Minneapolis		
<b>State/Country:</b>	MINNESOTA		
<b>Postal Code:</b>	55474		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78515953	ACCESSCHOICE SELECT	
<b>Serial Number:</b>	78656068	AMERIPRISE PINNACLE	
<b>Serial Number:</b>	78676070	AMERIPRISE PINNACLE	
<b>Registration Number:</b>	2650142	SERVICE YOU'D EXPECT...SAVINGS YOU WOULDN'T	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(602)382-6070		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	602-382-6228		
<b>Email:</b>	hsobelman@swlaw.com		
<b>Correspondent Name:</b>	Howard Sobelman, Snell & Wilmer L.L.P.		
<b>Address Line 1:</b>	One Arizona Center, 400 E. Van Buren		
<b>Address Line 4:</b>	Phoenix, ARIZONA 85004-2202		
<b>ATTORNEY DOCKET NUMBER:</b>	69335.4400		
<b>NAME OF SUBMITTER:</b>	Howard Sobelman		

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Signature:

/Howard Sobelman/

Date:

12/02/2005

Total Attachments: 3

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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;

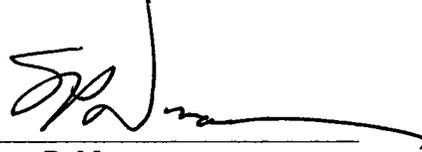
Whereas, **Ameriprise Financial, Inc.** (Assignee), a Delaware corporation having its principal place of business at 70100 Ameriprise Financial Center, Minneapolis, Minnesota 55474, is desirous of acquiring all rights to said trademarks and trade names, including all common-law rights thereto;

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 as of the 16<sup>th</sup> day of August, 2005.

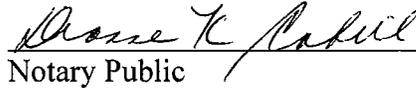
ASSIGNOR



Name: Stephen P. Norman

Title: Secretary

On this 1<sup>st</sup> day of December, 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

SCHEDULE A

<u>Country</u>	<u>Trademark</u>	<u>App. No.</u>	<u>Reg. No.</u>
U.S.	ACCESSCHOICE SELECT	78/515,953	
U.S.	AMERIPRISE PINNACLE	78/656,068	
U.S.	AMERIPRISE PINNACLE	78/676,070	
U.S.	SERVICE YOU'D EXPECT... SAVINGS YOU WOULDN'T		2,650,142

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