

**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 Marketing & Development Corp	FORMERLY American Express Company	04/20/2006	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Delta Corporate Identity, Inc.		
<b>Street Address:</b>	1030 Delta Blvd		
<b>Internal Address:</b>	Dept. 981		
<b>City:</b>	Atlanta		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30320		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3077727	SKYPOINTS	
<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 1027		
<b>Email:</b>	trademarks@aexp.com		
<b>Correspondent Name:</b>	American Express Marketing & Development		
<b>Address Line 1:</b>	200 Vesey Street		
<b>Address Line 2:</b>	Davina M. Bowman, M/C 01-49-12		
<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>	04/20/2006		

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Total Attachments: 1  
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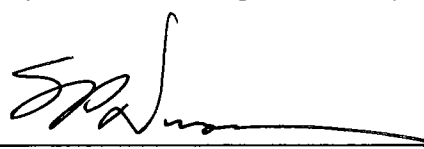
**TRADEMARK ASSIGNMENT**

WHEREAS, American Express Marketing & Development Corp, (Assignor) a Delaware corporation, having offices at 200 Vesey Street, New York, New York, 10285, is the owner of all right, title, and interest in and to U.S. Service Mark Registration No. 3,077,727 for SKYPOINTS, which is registered in the United States Patent and Trademark Office; and

WHEREAS, Delta Corporate Identity, Inc., (Assignee) a Delaware corporation, having offices at 1030 Delta Blvd., Atlanta, GA 30320, is desirous of acquiring the entire right, title, and interest in and to the above-noted service mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign and transfer unto Assignee all right, title, and interest in and to U.S. Service Mark Registration No 3,077,727 for SKYPOINTS, together with the goodwill of the business symbolized by this service mark.

Dated: April 20, 2006 American Express Marketing & Development Corp.

By: 

Name: Stephen P. Norman

Title: Secretary