

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 Marketing & Development Corp.		09/15/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	RSM McGladrey, Inc.		
Street Address:	3600 American Blvd West		
City:	Bloomington		
State/Country:	MINNESOTA		
Postal Code:	55431		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78404879	VALUEMAX	
CORRESPONDENCE DATA			
Fax Number:	(212)640-0361		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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:	09/20/2006		

OP \$40.00 78404879

Total Attachments: 1

900058390

**TRADEMARK
 REEL: 003393 FRAME: 0899**

ASSIGNMENT OF TRADEMARKS

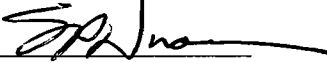
WHEREAS, American Express Marketing & Development Corp. of 200 Vesey Street, New York, New York 10285, is the owner of the entire right, title and interest in and to the trademark VALUEMAX and design, U.S. Application Serial No. 78/404879.

AND WHEREAS, RSM McGladrey, Inc. (a Delaware corporation) with offices at 3600 American Blvd. West, Bloomington, MN 55431, is desirous of acquiring said application;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, American Express Marketing & Development Corp. hereby assigns to RSM McGladrey all right, title and interest in and to said mark, together with the good will of the business symbolized by the mark and the entire ongoing business to which the said trademark application listed above pertains.


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 Marketing & Development Corp.

By: 
Stephen P. Norman
Secretary

STATE OF NEW YORK)
COUNTY OF NEW YORK) SS

On this 15th day Sept. 2006 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
8/20/2009

BARBRA SCHIFF
Notary Public State of New York
No. 01SC6063024 *Nassau*
Qualified in ~~Kings~~ County
Commission Expires 08/20/2009