

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 BANK LTD.		08/03/2007	CORPORATION: CONNECTICUT
RECEIVING PARTY DATA			
Name:	AMERICAN EXPRESS MARKETING & DEVELOPMENT CORP.		
Street Address:	200 Vesey St.		
Internal Address:	(01-49-12)		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10285		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2979594	AMEXCLUE	
CORRESPONDENCE DATA			
Fax Number:	(212)640-9247		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2126404588		
Email:	dianne.k.cahill@aexp.com		
Correspondent Name:	Dianne K Cahill		
Address Line 1:	200 Vesey Street		
Address Line 2:	(01-49-12)		
Address Line 4:	New York, NEW YORK 10285		
ATTORNEY DOCKET NUMBER:	AMEXCLUE BACK TO AEMD		
NAME OF SUBMITTER:	Secretary		
Signature:	/Stepehn P Norman/		

OP \$40.00 2979594

Date:

09/13/2007

Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS

Whereas, **American Express Bank Ltd.**, a Connecticut 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, (hereinafter, the marks, common law rights in the marks, and the trade names, collectively "the Trademarks");

Whereas, **American Express Marketing & Development Corp.**, a Delaware corporation, having its principal offices at 200 Vesey Street, New York, New York 10285 (assignor), is desirous of acquiring all rights to the Trademarks;

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, 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 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.

The parties hereby agree that they 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 3rd day of August 2007.

ASSIGNOR

AMERICAN EXPRESS BANK LTD.



Name: Stephen P Norman

Title: Secretary

On this 3rd day of August, 2007, 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 AMERICAN EXPRESS BANK LTD. and acknowledged that he/she signed and delivered the document as his/her free and voluntary act for the uses and purposes therein set forth.

BARBRA SCHIFF
Notary Public State of New York
No. 01SC6063024 ^{NASSAU}
Qualified in Kings County
Commission Expires 08/20/2009



Notary Public

Executed and accepted by: ASSIGNEE

**AMERICAN EXPRESS MARKETING &
DEVELOPMENT CORP.**

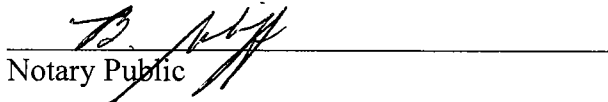


Name: Dianne K Cahill

Title: Assistant Secretary

On this 3rd day of August, 2007, before me, a Notary Public, appeared Dianne K Cahill, 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 AMERICAN EXPRESS MARKETING & DEVELOPMENT CORP., and acknowledged that she signed and delivered the document as his/her free and voluntary act for the uses and purposes therein set forth.

BARBRA SCHIFF
Notary Public State of New York
No. 01SC6063024 ^{NASSAU}
Qualified in Kings County
Commission Expires 08/20/2009



Notary Public

SCHEDULE A

MARK	Reg. No.	Reg. Date	Status
AMEXCLUE	2979594	26 July 2005	Registered