

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM544194

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	07/01/2017

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
American Express Marketing & Development Corp.		10/03/2019	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	American Express Travel Related Services Company, Inc.
Street Address:	200 Vesey Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10285
Entity Type:	Corporation: NEW YORK
Name:	American Express Prepaid Card Management Corporation
Street Address:	20022 N. 31st Avenue
City:	Phoenix
State/Country:	ARIZONA
Postal Code:	85027
Entity Type:	Corporation: ARIZONA

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Registration Number:	4196007	A NEW DAY FOR YOUR MONEY
Registration Number:	4914840	BENEFITS OF BANKING WITHOUT ALL THE FEES
Registration Number:	4188149	BLUEBIRD
Registration Number:	4467188	
Registration Number:	4455918	
Registration Number:	4455916	BLUEBIRD
Registration Number:	4455917	BLUEBIRD
Registration Number:	4516303	IT FEELS GOOD TO BLUEBIRD
Registration Number:	4516308	SETASIDE
Registration Number:	4476372	YOUR CHECKING & DEBIT ALTERNATIVE
Registration Number:	3848846	GIFTING MADE BETTER
Registration Number:	3999414	SERVE

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4110050	SERVE
CORRESPONDENCE DATA		
Fax Number:		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	9082309105	
Email:	Tim@TJKIPLaw.com	
Correspondent Name:	Timothy J. Kelly	
Address Line 1:	PO Box 128	
Address Line 4:	Bay Head, NEW JERSEY 08742	
ATTORNEY DOCKET NUMBER:	AEMDC to AETRS/AEPCM Asgn	
NAME OF SUBMITTER:	Timothy J. Kelly	
SIGNATURE:	/tjk/	
DATE SIGNED:	10/07/2019	
Total Attachments: 4		
source=Assignment -- AEMDC to AETRS-AEPCM#page1.tif		
source=Assignment -- AEMDC to AETRS-AEPCM#page2.tif		
source=Assignment -- AEMDC to AETRS-AEPCM#page3.tif		
source=Assignment -- AEMDC to AETRS-AEPCM#page4.tif		

NUNC PRO TUNC TRADEMARK ASSIGNMENT

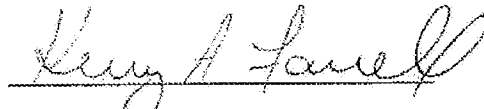
WHEREAS, AMERICAN EXPRESS MARKETING & DEVELOPMENT CORP., a Delaware corporation having its principal offices at 200 Vesey Street, New York, NY 10285 ("Assignor"), has, as of the effective date of this *nunc pro tunc* trademark assignment, adopted, used and is using and is the owner of the trademarks listed on Schedule A ("Trademarks").

WHEREAS, AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC., a New York corporation having an address at 200 Vesey Street, New York, NY 10285 ("AETRS") and AMERICAN EXPRESS PREPAID CARD MANAGEMENT CORPORATION, an Arizona corporation with an address at 20022 N. 31st Avenue, Phoenix, AZ 85027 ("AEPCM") (AETRS and AEPCM are hereinafter referred to as "Assignee"), are desirous of jointly acquiring all right, title, and interest in and to the Trademarks, together with the goodwill associated with said Trademarks, all *nunc pro tunc* to July 1, 2017, and whereas Assignor is desirous of assigning same to Assignee.

NOW THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers, and conveys jointly to Assignee all of the right, title, and interest of Assignor in and to the Trademarks, together with the goodwill of the business symbolized by and associated with the Trademarks, as well as the right to sue for any past infringement, all *nunc pro tunc* to July 1, 2017.

Signed at New York, NY this 3rd day of October, 2019.

ASSIGNOR



Kerry A. Farrell, Secretary

SCHEDULE A

I. United States Trademarks

Trademark	Registration Number	Registration Date	Class	Application Number	File Date
A NEW DAY FOR YOUR MONEY	4196007	August 21, 2012	009 Int. and 036 Int.	85465888	November 7, 2011
BENEFITS OF BANKING WITHOUT ALL THE FEES	4914840	March 8, 2016	009 Int. and 036 Int.	86451147	November 11, 2014
BLUEBIRD	4188149	August 7, 2012	009 Int. and 036 Int.	85451752	October 20, 2011
BLUEBIRD Design (B&W)	4467188	January 14, 2014	009 Int. and 036 Int.	85650342	June 13, 2012
BLUEBIRD Design (Color)	4455918	December 24, 2013	009 Int. and 036 Int.	85650354	June 13, 2012
BLUEBIRD Word and Design (B&W)	4455916	December 24, 2013	009 Int. and 036 Int.	85650339	June 13, 2012

Trademark	Registration Number	Registration Date	Class	Application Number	File Date
BLUEBIRD Word and Design (Color)	4455917	December 24, 2013	009 Int. and 036 Int.	85650347	June 13, 2012
IT FEELS GOOD TO BLUEBIRD	4516303	April 15, 2014	009 Int. and 036 Int.	85931187	May 14, 2013
SETASIDE	4516308	April 15, 2014	036 Int.	85932475	May 15, 2013
YOUR CHECKING AND DEBIT ALTERNATIVE	4476372	January 28, 2014	036 Int.	86007473	July 11, 2013
GIFTING MADE BETTER	3848846	September 14, 2010	36 Int., and 035 Int.	77/838910	October 1, 2009
SERVE	3999414	July 19, 2011	009 Int., 036 Int., and 038 Int.	85035517	May 11, 2010
SERV E + Logo	4110050	March 6, 2012	009 Int., 036 Int. and 038 Int.	85217177	January 13, 2011

II. Foreign Bluebird Trademarks

Country	Trademark Name	Status	Reg Number
European Union	BLUEBIRD	Registered	010357242
Canada	BLUEBIRD	Registered	877430
Mexico	BLUEBIRD	Registered	1344399
Mexico	BLUEBIRD	Registered	1276371
European Union	A NEW DAY FOR YOUR MONEY	Registered	010397404
Mexico	A NEW DAY FOR YOUR MONEY	Registered	1279790
Mexico	A NEW DAY FOR YOUR MONEY	Registered	1279791