

05-02-2000

U.S. Department of Commerce  
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PATENT



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TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

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- ☒ New
- ☐ Resubmission (Non-Recordation)  
Document ID# \_\_\_\_\_
- ☐ Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_
- ☐ Corrective Document  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

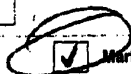
Conveyance Type

- ☒ Assignment ☐ Security Agreement
- ☐ License ☐ Change of Name
- ☐ Merger ☐ Other \_\_\_\_\_

U.S. Government  
(For Use ONLY by U.S. Government Agencies)

☐ Departmental File ☐ Secret File

Conveying Party(ies)



Mark if additional names of conveying parties attached

Name (line 1) Lisa Webb

Execution Date  
Month Day Year  
3/28/00

Name (line 2) \_\_\_\_\_

Second Party

Name (line 1) William J. Faenza, Jr.

Execution Date  
Month Day Year  
3/28/00

Name (line 2) \_\_\_\_\_

Receiving Party

☐ Mark if additional names of receiving parties attached

Name (line 1) American Express Travel Related Services Company, Inc.

Name (line 2) \_\_\_\_\_

Address (line 1) General Counsel's Office

Address (line 2) American Express Tower, World Financial Center

Address (line 3) New York New York 10285-4900

☐ If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative is attached. (Designation must be a separate document from Assignment.)

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name \_\_\_\_\_

Address (line 1) \_\_\_\_\_

Address (line 2) \_\_\_\_\_

Address (line 3) \_\_\_\_\_

Address (line 4) \_\_\_\_\_

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Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

PATENT

REEL: 010735 FRAME: 0774

**Correspondent Name and Address**

Area Code and Telephone Number **(602) 382-6228**

Name **Howard I. Sobelman**

Address (line 1) **SNELL & WILMER, L.L.P.**

Address (line 2) **One Arizona Center**

Address (line 3) **400 E. Van Buren**

Address (line 4) **Phoenix, Arizona 85004**

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

# **3**

**Application Number(s) or Patent Number(s)**

☐ Mark if additional numbers attached

Enter either the Patent Application Number or the Patent Number (DO NOT ENTER BOTH numbers for the same property).

**Patent Application Number(s)**

**Patent Number(s)**

**29/110,236**

If this document is being filed together with a new Patent Application, enter the date the patent application was

Month Day Year

**Patent Cooperation Treaty (PCT)**

Enter PCT application number only if a U.S. Application Number has not been assigned.

PCT

PCT

PCT

PCT

PCT

PCT

**Number of Properties**

Enter the total number of properties involved.

# **1**

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41): \$ **40.00**

Method of Payment:

Enclosed ☒

Deposit Account ☐

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the

Deposit Account Number:

# **19-2814**

Authorization to charge additional fees:

Yes ☒

No ☐

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Howard I. Sobelman, Reg. No. 39,038

Name of Person Signing

Signature

Date

**3/31/00**

**PATENT**  
**REEL: 010735 FRAME: 0775**

RECORDATION FORM COVER SHEET  
CONTINUATION  
PATENTS ONLY

U.S. Department of Commerce  
Patent and Trademark Office  
PATENT

Conveying Party(ies)

Enter additional Conveying Parties

☐ Mark if additional names of conveying parties attached

Name (line 1) Ellen Lasch

Execution Date  
Month Day Year  
03/28/2000

Name (line 2)

Execution Date  
Month Day Year  
03/28/2000

Name (line 1) Judy Vigiletti

Execution Date  
Month Day Year

Name (line 2)

Name (line 1)

Name (line 2)

Receiving Party

☐ Mark if additional names of receiving parties attached

Name (line 1)

Name (line 2)

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

Name (line 1)

Name (line 2)

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

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Application Number(s) or Patent Number(s)

☐ Mark if additional numbers attached

Enter either the Patent Application Number or the Patent Number (DO NOT ENTER BOTH numbers for the same property).

Patent Application Number(s)

Patent Number(s)


PATENT  
REEL: 010735 FRAME: 0776

**WHEREAS**, the undersigned inventors (hereinafter singly and collectively, "ASSIGNOR") of the addresses indicated below, have invented CARD WITH A BLUE ORNAMENTAL RECTANGLE for which application for Design Patent of the United States was filed as U S. Serial No. 29/110,236 on September 1, 1999;

**AND WHEREAS**, American Express Travel Related Services Company, Inc., hereinafter "ASSIGNEE"), a corporation organized and existing under and by virtue of the laws of the State of New York having its principal place of business and a mailing address of General Counsel's Office, American Express Tower, World Financial Center, New York, New York 10285-4900, is desirous of acquiring an interest therein;


**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR by these presents does sell, assign and transfer unto ASSIGNEE, its successors, assigns and legal representatives, the full and exclusive right to the design as described in the aforesaid application, patent, copyright and any other intellectual property rights, any provisional, non-provisional, continuation, continuation in part, divisional, reissue, reexamination, foreign, PCT or other patent application or like document, in the United States and all foreign countries, together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States adheres, and hereby authorizes and requests the Commissioner of Patents to issue said Letters Patent to ASSIGNEE, for the sole use and benefit of ASSIGNEE, its successors, assigns and legal representatives,

**AND HEREBY AGREES** to transfer a like interest to ASSIGNEE, its successors, assigns and legal representatives, without further remuneration, in and to any improvements and applications for patents based thereon, growing out of or relating to the invention; and to provide all reasonable assistance and execute any papers desired by ASSIGNEE its successors, assigns and legal representatives, to perfect ASSIGNEE's full protection and title in and to the invention hereby transferred and to file any of the aforementioned applications.

Subentitled: P11X808378

**PATENT**  
**REEL: 010735 FRAME: 0777**

EXECUTED as of the date(s) written below by ASSIGNOR:

INVENTOR'S NAME	ADDRESS	SIGNATURE	DATE
Lisa Webb	121 Leroy Avenue Darien, Connecticut 06820		3/28/00

STATE OF Connecticut )  
 ) ss.  
County of Meriden )

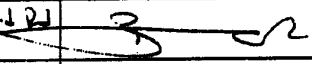
On this 28 day of March, 2000, before me, a notary public in and for said county, appeared LISA WEBB who is personally known to me to be the same person whose name is subscribed to the foregoing instrument, and he acknowledged that he/she signed, sealed and delivered the said instrument as a free and voluntary act for the uses and purposes therein set forth.

(Seal)

  
Notary Public

My commission expires:

1/1/01

INVENTOR'S NAME	ADDRESS	SIGNATURE	DATE
William J. Faenza, Jr.	<u>5606 Davis Ave</u> <u>MANASSAS VA 22115</u>		3/28/00

STATE OF Connecticut )  
 ) ss.  
County of Meriden )

On this 28 day of March, 2000, before me, a notary public in and for said county, appeared WILLIAM J. FAENZA, JR. who is personally known to me to be the same person whose name is subscribed to the foregoing instrument, and he acknowledged that he/she signed, sealed and delivered the said instrument as a free and voluntary act for the uses and purposes therein set forth.

(Seal)

  
Notary Public

My commission expires

1/1/01

INVENTOR'S NAME	ADDRESS	SIGNATURE	DATE
Ellen Lasch	255 West 85th St N.T.N. 10024	<i>[Signature]</i>	3.28.00

STATE OF Arizona )  
County of Maricopa ) ss.

On this 28 day of March, 2000, before me, a notary public in and for said county, appeared ELLEN LASCH who is personally known to me to be the same person whose name is subscribed to the foregoing instrument, and he acknowledged that he/she signed, sealed and delivered the said instrument as a free and voluntary act for the uses and purposes therein set forth.

(Seal)

*[Signature]*  
Notary Public

My commission expires:

10/1/01

INVENTOR'S NAME	ADDRESS	SIGNATURE	DATE
Judy Vigiletti	30 Appleton Fair Rd Phoenix AZ 85020	<i>[Signature]</i>	3.28.00

STATE OF Arizona )  
County of Maricopa ) ss.

On this 28 day of March, 2000, before me, a notary public in and for said county, appeared JUDY VIGILETTI who is personally known to me to be the same person whose name is subscribed to the foregoing instrument, and he acknowledged that he/she signed, sealed and delivered the said instrument as a free and voluntary act for the uses and purposes therein set forth.

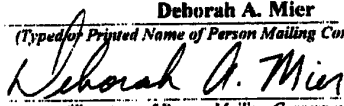
(Seal)

*[Signature]*  
Notary Public

My commission expires:

10/1/01

Snell & Wilmer L.L.P.  
One Arizona Center  
400 East Van Buren  
Phoenix, Arizona 85004-2202  
Tel: (602) 382-6228  
Fax: (602) 382-6070

<b>CERTIFICATE OF MAILING BY FIRST CLASS MAIL (37 CFR 1.8)</b>			<b>Docket No</b> <b>10655.8300</b>
Applicant(s): <b>Webb, et al.</b>			
<b>Serial No.</b> <b>29/110,236</b>	<b>Filing Date</b> <b>September 1, 1999</b>	<b>Examiner</b> <b>To Be Assigned</b>	<b>Group Art Unit</b> <b>2900</b>
Invention: <b>CARD WITH A BLUE ORNAMENTAL RECTANGLE</b>			
<p>I hereby certify that this <u>Assignment and Recordation Form Cover Sheet</u> (Identify type of correspondence)</p> <p>is being deposited with the United States Postal Service as first class mail in an envelope addressed to: The Commissioner of Patents and Trademarks, Washington, D.C. 20231-0001 on <u>March 31, 2000</u> (Date)</p> <p style="text-align: center;"><b>Deborah A. Mier</b> (Typed or Printed Name of Person Mailing Correspondence)  (Signature of Person Mailing Correspondence)</p> <p style="text-align: center;">Note: Each paper must have its own certificate of mailing.</p>			

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RECORDED: 04/06/2000

PATENT  
REEL: 010735 FRAME: 0780