

Docket No.: 60655.2500

## RECORDATION FORM COVER SHEET

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## PATENTS ONLY

FORM PTO-1585 (Modified)  
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OMB No. 0651-0027 (exp. 5/31/2002)  
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Tab settings → → →

To the Director of the United States Patent and Trademark Office: Please record the attached original documents or copy thereof.

## 1. Name of conveying party(ies):

Perry A. Cohagan  
Birgitta Mayer  
Julia Menichilli  
Theodore S. Voltmer  
Penelope Wood-Kulko

Additional names(s) of conveying party(ies)

☐ Yes ☒ No

## 3. Nature of conveyance:

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

Execution Date: July 22, 2004

## 2. Name and address of receiving party(ies):

Name: American Express Travel Related Services Co., Inc.Address: General Counsel's OfficeAmerican Express TowerWorld Financial CenterCity: New YorkState/Prov.: NYCountry: USAZIP: 10285-4900

Additional name(s) &amp; address(es)

☐ Yes ☒ No

## 4. Application number(s) or patent numbers(s):

If this document is being filed together with a new application, the execution date of the application is: \_\_\_\_\_

Patent Application No. \_\_\_\_\_ Filing date \_\_\_\_\_

10/708,570March 11, 2004

B. Patent No.(s)

Additional numbers

☐ Yes ☒ No

## 5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Howard I. SobelmanRegistration No. 39,038Address: Snell & Wilmer L.L.P.One Arizona Center400 East Van BurenCity: Phoenix State/Prov.: AZCountry: USA ZIP: 85004-22026. Total number of applications and patents involved: 17. Total fee (37 CFR 3.41): .....\$ 40.00☐ Enclosed - Any excess or insufficiency should be credited or debited to deposit account☒ Authorized to be charged to deposit account

## 8. Deposit account number:

19-2814

(Attach duplicate copy of this page if paying by deposit account)

## 9. 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.

Howard I. Sobelman

Name of Person Signing

Signature

August 2, 2004

Date

Total number of pages including cover sheet, attachments, and

Mail documents to be recorded with required cover sheet information to:  
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Director of the United States Patent and Trademark Office  
Washington, DC 20530-0001

PATENT

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## ASSIGNMENT

## UTILITY PATENT

**WHEREAS**, the undersigned inventor(s) (hereinafter singly and collectively, "ASSIGNOR") of the addresses indicated below, have invented subject matter disclosed in the patent application entitled GEOGRAPHIC LOYALTY SYSTEM AND METHOD filed herewith or was filed on March 11, 2004 and assigned U.S. Serial No. 10/708,570;

**AND WHEREAS**, AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC., a subsidiary of AMERICAN EXPRESS COMPANY (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 mailing address at General Counsel's Office, American Express Tower, World Financial Center, New York, New York 10285-4900, is desirous of memorializing its interest therein;

**NOW, THEREFORE**, the undersigned ASSIGNOR hereby confirms that ASSIGNOR is a full time salaried employee, past employee or a contractor of ASSIGNEE, AMERICAN EXPRESS COMPANY or one of it's subsidiary companies, and that ASSIGNOR developed the subject matter of the invention on ASSIGNEE's time and at the expense of ASSIGNEE and within the scope of ASSIGNOR's duties to ASSIGNEE and thereby ASSIGNOR recognizes that the ASSIGNEE owns the invention as described in the aforesaid application. Nonetheless to comport with Patent Office procedures, ASSIGNOR memorializes that relationship in the form of this assignment and;

**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 invention, as described in the aforesaid application, including 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, or any other application which claims priority to said application, 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 to ASSIGNEE, its successors, assigns and legal representatives, without further remuneration, a like interest in and to any improvements, derivative works, and applications based thereon, growing out of or relating to the invention; and to provide all reasonable assistance and execute any papers, if accurate, desired by ASSIGNEE, its successors, assigns and legal representatives, to preserve, acquire and/or perfect ASSIGNEE's full protection and title

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in and to the invention and any improvements and to file any of the aforementioned applications.

In the event that the Application Number and/or filing date is not available when this Assignment is executed, I hereby authorize and request any attorney associated with Snell & Wilmer L.L.P., Customer No. 20322, to insert above the filing date and/or the application number of said application when known.

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

INVENTOR'S NAME	ADDRESS	SIGNATURE	DATE
<u>Perry A. Cohagan</u>	<u>150 Columbia Heights</u> <u>Brooklyn Heights, New York</u> <u>11201</u>	<u></u>	<u>7/22/04</u>
<u>Birgitta Mayer</u>	<u>302 E. 88th Street, 4J</u> <u>New York, New York</u> <u>10128</u>	<u>_____</u>	<u>_____</u>
<u>Julia Menichilli</u>	<u>42 Buckminster Lane</u> <u>Manhasset, New York</u> <u>11030</u>	<u>_____</u>	<u>_____</u>
<u>Theodore S. Voltmer</u>	<u>51 Birkendene Road</u> <u>Caldwell, New Jersey</u> <u>07006</u>	<u>_____</u>	<u>_____</u>
<u>Penelope Wood-Kulko</u>	<u>187 Hicks Street</u> <u>Brooklyn, New York</u> <u>11201</u>	<u>_____</u>	<u>_____</u>



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