

Form PTO-1595 (Rev. 09/04)  
OMB No. 0651-0027 (exp. 6/30/2005)

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Mark Haines / October 16, 2002

Execution Date(s) October 16, 2002

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**3. Nature of conveyance:**

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- Security Agreement  Change of Name
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- Other

**2. Name and address of receiving party(ies)**

Name: American Express Travel Related Services Co., Inc.

Internal Address: General Counsel's Office

Street Address: American Express Tower

World Financial Center

City: New York

State: New York

Country: USA Zip: 10285-4900

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**4. Application or patent number(s):**

A. Patent Application No.(s)

10/010,947

This document is being filed together with a new application.

B. Patent No.(s)

Additional numbers attached?  Yes  No

**5. Name and address to whom correspondence concerning document should be mailed:**

Name: Howard I. Sobelman

Internal Address: \_\_\_\_\_

Street Address: Snell & Wilmer L.L.P.

One Arizona Center, 400 E. Van Buren

City: Phoenix

State: Arizona Zip: 85004-2202

Phone Number: 602/382-6228

Fax Number: 602/382-6070

Email Address: hsobelman@swlaw.com

**6. Total number of applications and patents involved:**

1

**7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00**

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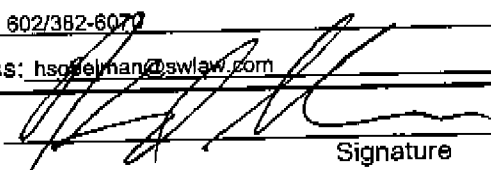
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October 25, 2004  
Date

Howard I. Sobelman, Reg. No. 39,038  
Name of Person Signing

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FORM PTO-1595 (Modified)  
(Rev. 03-01)  
OMB No. 0651-0027 (exp 6/31/2002)  
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**HAINES, Mark**

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3. Nature of conveyance:  
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Execution Date: **10/16/2002**

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. **10/010,947** Filing date **November 6, 2001**

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. Sobelman**  
Registration No. **39,038**  
Address: **Snell & Wilmer L.L.P.**  
**One Arizona Center**  
**400 E. Van Buren**  
City: **Phoenix** State/Prov.: **AZ**  
Country: **USA** ZIP: **85004-2202**

6. Total number of applications and patents involved: **1**

7. Total fee (37 CFR 3.41):.....\$ **40.00**

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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

**April 11, 2003**

Date

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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 **SYSTEM AND METHOD FOR NETWORKED LOYALTY PROGRAM** for which an application for Letters Patent of the United States was filed on November 6, 2001 and assigned U.S. Serial No. 10/010,947;

**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 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 was a full time salaried employee of ASSIGNEE 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 as an employee of 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

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>Mark Haines</u>	<u>13 Woodside Road</u> <u>Madison, NJ</u> <u>07940-1414</u>	<u></u>	<u></u>
<u>Fauziah Ariff</u>	<u>95 Horatio St. #621</u> <u>New York, NY</u> <u>10014</u>	<u>_____</u>	<u>_____</u>

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