

PATENT ASSIGNMENT

Electronic Version v08

Stylesheet Version v02

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT OF ASSIGNOR'S INTEREST

CONVEYING PARTY DATA

Name	Execution Date
Chin H Kohr	2005-08-01
Marcel Leyva	2005-07-21
Vernon Marshall	2005-08-10

RECEIVING PARTY DATA

Name	Street Address	Internal Address	City	State/Country	Postal Code
American Express Marketing & Development Corp.	200 Vesey Street	General Counsel's Office	New York	NEW YORK	10285-4900

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number	11160476

CORRESPONDENCE DATA

FAX NUMBER: 6023826070

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

When the customer number has been provided, the Office of Public Records will obtain the correspondence data from the official record on file at the USPTO.

CUSTOMER NUMBER: 020322

NAME OF PERSON SIGNING:

Howard I Sobelman

DATE SIGNED:

2005-09-02

Total Attachments: 4

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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 "WORD RECOGNITION SYSTEM AND METHOD FOR CUSTOMER AND EMPLOYEE ASSESSMENT" filed herewith or was filed on June 24, 2005 and assigned U.S. Serial No. 11/160,476.

**AND WHEREAS**, AMERICAN EXPRESS MARKETING & DEVELOPMENT CORP. (hereinafter "ASSIGNEE"), a subsidiary of AMERICAN EXPRESS COMPANY, a corporation organized and existing under and by virtue of the laws of the State of Delaware, having its principal place of business and mailing address at General Counsel's Office, American Express Tower, World Financial Center, 200 Vesey Street, 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 AMERICAN EXPRESS COMPANY or one of it's subsidiary companies (collectively "AXP") and that ASSIGNOR developed the subject matter of the invention on AXP's time and at the expense of AXP and within the scope of ASSIGNOR's duties as an employee of AXP and thereby ASSIGNOR recognizes that AXP 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 or American Express Company**, to insert in this assignment the filing date and/or the application number of said application and/or any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.


**EXECUTED** as of the date written below by ASSIGNOR:

INVENTOR'S NAME	ADDRESS	SIGNATURE	DATE
<u>Chin H. Khor</u>	<u>5282 West Quail Avenue</u> <u>Glendale, Arizona 85308</u>		<u>8/1/05</u>
<u>Marcel Leyva</u>	<u>1916 East Tonto Drive</u> <u>Chandler, Arizona 85249</u>	_____	_____
<u>Vernon Marshall</u>	<u>48 Myrtle Avenue</u> <u>Montclair, New Jersey 07042</u>	_____	_____

SNELL & WILMER L.L.P.  
One Arizona Center  
400 East Van Buren  
Phoenix, Arizona 85004-2202  
Tel: (602) 382-6347  
Fax: (602) 382-6070

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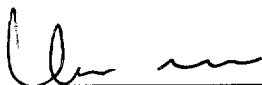
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<u>Marcel Levva</u>	<u>1916 East Tonto Drive</u> <u>Chandler, Arizona 85249</u>	<u></u>	<u>7/21/05</u>
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