

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>David A. Ashby</td><td>12/20/2005</td></tr><tr><td>Randall G. Beck</td><td>12/20/2005</td></tr><tr><td>Nick C. Harris</td><td>02/06/2006</td></tr><tr><td>Gail E. Larsen</td><td>12/20/2005</td></tr><tr><td>Andrew R. Plitt</td><td>12/20/2005</td></tr></tbody></table>		Name	Execution Date	David A. Ashby	12/20/2005	Randall G. Beck	12/20/2005	Nick C. Harris	02/06/2006	Gail E. Larsen	12/20/2005	Andrew R. Plitt	12/20/2005
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RECEIVING PARTY DATA													
<table border="1"><tr><td>Name:</td><td>American Express Marketing & Development Corp.</td></tr><tr><td>Street Address:</td><td>General Counsel's Office, American Express Tower</td></tr><tr><td>Internal Address:</td><td>World Financial Center, 200 Vesey Street</td></tr><tr><td>City:</td><td>New York</td></tr><tr><td>State/Country:</td><td>NEW YORK</td></tr><tr><td>Postal Code:</td><td>10285-4900</td></tr></table>		Name:	American Express Marketing & Development Corp.	Street Address:	General Counsel's Office, American Express Tower	Internal Address:	World Financial Center, 200 Vesey Street	City:	New York	State/Country:	NEW YORK	Postal Code:	10285-4900
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PROPERTY NUMBERS Total: 1													
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CORRESPONDENCE DATA													
Fax Number: (202)371-2540 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
Phone: (202)371-2600													
Email: jasone@skgf.com													
Correspondent Name: Sterne, Kessler, Goldstein & Fox P.L.L.C													
Address Line 1: 1100 New York Ave., NW													
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005													
ATTORNEY DOCKET NUMBER:	2348.0340001												
NAME OF SUBMITTER:	Jason D. Eisenberg												

OP \$40.00 11239339

PATENT

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REEL: 017193 FRAME: 0657

Total Attachments: 4

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PATENT

REEL: 017193 FRAME: 0658

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, Method, And Computer Program Product For Packaging And Activating Stored Value Cards** filed herewith or was filed on _____ and assigned U.S. Serial No. _____.

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;

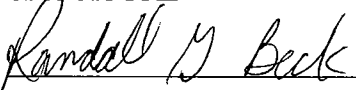
THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR by these presents does sell, assign and transfer unto ASSIGNEE, its successors, assigns and legal representatives, the full and exclusive right to the invention, as described in the 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 **Sterne, Kessler, Goldstein & Fox, P.L.L.C. or American Express Company**, Customer No. 53636, 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.

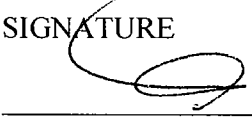
EXECUTED as of the date written below by ASSIGNOR:

INVENTOR'S NAME	ADDRESS	SIGNATURE	Date
David A. Ashby	1227 Bridle Trail Road Draper, Utah 84020		12/20/2005

INVENTOR'S NAME	ADDRESS	SIGNATURE	Date
Randall G. Beck	32 West Strong Ln. Alpine, Utah 84004		12/20/05

INVENTOR'S NAME	ADDRESS	SIGNATURE	Date
Nick C. Harris	4616 Andrea Dr. Cave Creek, AZ. 85331	_____	_____

INVENTOR'S NAME	ADDRESS	SIGNATURE	Date
Gail E. Larsen	1144 West 11715 South South Jordan, Utah 84095		12/20/05

INVENTOR'S NAME	ADDRESS	SIGNATURE	Date
Andrew R. Plitt	12891 South Kerilynn Drive Riverton, Utah 84065		12/20/05

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1100 New York Avenue, NW
Washington, DC 20005-3934
(202)371-2600

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INVENTOR'S NAME	ADDRESS	SIGNATURE	Date
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