

PATENT ASSIGNMENT

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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>Els de Boer</td><td>05/19/2006</td></tr><tr><td>Glyn Philip Jackson</td><td>05/24/2006</td></tr><tr><td>Samuel Martin Ramsey</td><td>05/12/2006</td></tr><tr><td>Theodore S. Voltmer</td><td>10/02/2003</td></tr></tbody></table>	Name	Execution Date	Els de Boer	05/19/2006	Glyn Philip Jackson	05/24/2006	Samuel Martin Ramsey	05/12/2006	Theodore S. Voltmer	10/02/2003	
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Els de Boer	05/19/2006										
Glyn Philip Jackson	05/24/2006										
Samuel Martin Ramsey	05/12/2006										
Theodore S. Voltmer	10/02/2003										
RECEIVING PARTY DATA											
Name:	American Express Travel Related Services Company, Inc.										
Street Address:	200 Vesey Street										
Internal Address:	3 World Financial Center										
City:	New York										
State/Country:	NEW YORK										
Postal Code:	10285-4900										
PROPERTY NUMBERS Total: 1											
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11382638</td></tr></tbody></table>	Property Type	Number	Application Number:	11382638							
Property Type	Number										
Application Number:	11382638										
CORRESPONDENCE DATA											
Fax Number:	(602)382-6070										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	6023826228										
Email:	hsobelman@swlaw.com										
Correspondent Name:	Snell & Wilmer L.L.P.										
Address Line 1:	One Arizona Center										
Address Line 2:	Howard I. Sobelman										
Address Line 4:	Phoenix, ARIZONA 850042202										
ATTORNEY DOCKET NUMBER:	80655.3100										
NAME OF SUBMITTER:	Howard I. Sobelman										

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PATENT
REEL: 018363 FRAME: 0361

Total Attachments: 5

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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 A MERCHANT LOYALTY SYSTEM filed herewith or was filed on May 10, 2006 and assigned U.S. Serial No. 11/382,638.

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 200 Vesey Street, 3 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 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>Els de Boer</u>	<u>14 Port Hall Place</u> <u>Brighton BN1 5PN</u> <u>United Kingdom</u>	<u></u>	<u>19/05/06</u>
<u>Glyn Philip Jackson</u>	<u>5 Kings Court King Street</u> <u>Brighton BN1 1RF</u> <u>United Kingdom</u>	_____	_____
<u>Samuel Martin Ramsey</u>	<u>43 Belgrave Road</u> <u>Seaford East Sussex</u> <u>BN25 2EN</u> <u>United Kingdom</u>	_____	_____
<u>Theodore S. Voltmer</u>	<u>51 Birkendene Road</u> <u>Caldwell, NJ 07006</u>	_____	_____

SNELL & WILMER L.L.P.
One Arizona Center
400 East Van Buren
Phoenix, Arizona 85004-2202
(602) 382-6000

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<u>Eltz de Boer</u>	<u>14 Port Hall Place</u> <u>Brighton BN1 5PN</u> <u>United Kingdom</u>	_____	_____
<u>Glyn Philip Jackson</u>	<u>5 Kings Court King Street</u> <u>Brighton BN1 1RF</u> <u>United Kingdom</u>	<u>Glyn Jackson</u>	<u>24th May 2006</u>
<u>Samuel Martin Ramsey</u>	<u>43 Belgrave Road</u> <u>Seaford East Sussex</u> <u>BN25 2EN</u> <u>United Kingdom</u>	_____	_____
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SNELL & WILMER L.L.P.
One Arizona Center
400 East Van Buren
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Serial No.: 11/382,638
Docket No.: 80655.3100

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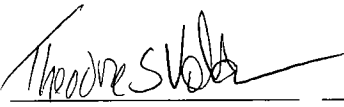
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<u>Glyn Philip Jackson</u>	<u>5 Kings Court King Street</u> <u>Brighton BN1 1RE</u> <u>United Kingdom</u>	_____	_____
<u>Samuel Martin Ramsey</u>	<u>43 Belgrave Road</u> <u>Seaford East Sussex</u> <u>BN25 2EN</u> <u>United Kingdom</u>	<u>S.M. Ramsey</u>	<u>12 May 2006</u>
<u>Theodore S. Voltmer</u>	<u>51 Birkendene Road</u> <u>Caldwell, NJ 07006</u>	_____	_____

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One Arizona Center
400 East Van Buren
Phoenix, Arizona 85004-2202
(602) 382-6000