

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Chris S. Tonielli		02/22/2007
RECEIVING PARTY DATA		
Name:	American Express Travel Related Services Company, Inc.	
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	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	11617471	
CORRESPONDENCE DATA		
Fax Number:	(212)218-2200	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-218-2100	
Email:	jberschadsky@fchs.com	
Correspondent Name:	Fitzpatrick, Cella, Harper & Scinto	
Address Line 1:	30 Rockefeller Plaza	
Address Line 4:	New York, NEW YORK 10112-3800	
ATTORNEY DOCKET NUMBER:	03292.102400	
NAME OF SUBMITTER:	Johnathan Berschadsky	
Total Attachments: 2		
source=Assign03292102400#page1.tif		
source=Assign03292102400#page2.tif		

CH \$40.00 11617471

500262565

PATENT
REEL: 019189 FRAME: 0198

Docket No.: 03292.102400

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 METHODS FOR ONLINE PERFORMANCE MANAGMENET** filed herewith or was filed on December 28, 2006, and assigned U.S. Application No. 11/617,471.

AND WHEREAS, **AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC.** (hereinafter "ASSIGNEE"), a subsidiary of **AMERICAN EXPRESS COMPANY**, 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, 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 its 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;

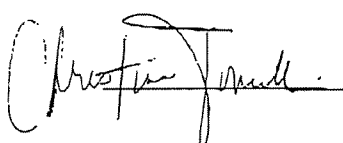
THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR by these presents does sell, assign and transfer unto ASSIGNEE, its successors, assigns and legal representatives, the full and exclusive right to the invention, as described in the 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.

Docket No.: 03292,102400

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 Fitzpatrick, Cella, Harper & Scinto (Customer No. 66569) 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
Chris S. TONIELLI	518 Arrowhead Drive Greensboro, NC 27410		<u>2/22/07</u>

FITZPATRICK, CELLA, HARPER & SCINTO
30 Rockefeller Plaza
New York, New York 10112-3801
(212) 218-2100

NY_Main 609741_1