

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Randy Beck	01/24/2005
Gennye Feldman	01/18/2005
Elizabeth A Holt	01/21/2005
Sven Miller	01/21/2005
Clyde Page	01/20/2005
Marc Rubner	01/16/2005
John R Rose	01/17/2005
Nicole M Vollmer	01/17/2005

RECEIVING PARTY DATA

Name:	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC.
Street Address:	American Express Tower, World Financial Center
Internal Address:	General Counsel's Office
City:	New York
State/Country:	NEW YORK
Postal Code:	10285-4900

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	11671287

CORRESPONDENCE DATA

Fax Number: (602)382-6070

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

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Email: hsobelman@swlaw.com

Correspondent Name: Snell & Wilmer L.L.P.

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Address Line 2: Howard I Sobelman

PATENT

REEL: 020933 FRAME: 0626

500536991

CH \$40.00 11671287

Address Line 4: PHOENIX, ARIZONA 85004-2202

ATTORNEY DOCKET NUMBER:

70655.1017

NAME OF SUBMITTER:

Howard I Sobelman

Total Attachments: 6

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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 SYSTEMS, METHODS, AND DEVICES FOR SELLING TRANSACTION INSTRUMENTS VIA WEB-BASED TOOL filed herewith or was filed on _____ and assigned U.S. Serial No. _____.

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 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 is a full time salaried employee, past employee or a contractor of ASSIGNEE, AMERICAN EXPRESS COMPANY or one of it's subsidiary companies, 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 to 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.

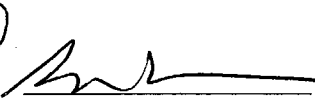
EXECUTED as of the date written below by ASSIGNOR:

INVENTOR'S NAME	ADDRESS	SIGNATURE	DATE
<u>Randy Beck</u>	<u>32 W. Strong Lane</u> <u>Alpine, UT 84004</u>	<u>Randy Beck</u>	<u>1/24/05</u>
<u>Gennye Feldman</u>	<u>228 West 72nd Street</u> <u>Apt. 4F</u> <u>New York, NY 10023</u>	_____	_____
<u>Elizabeth A. Holt</u>	<u>2682 Dearborn Street</u> <u>Salt Lake City, UT 84106</u>	_____	_____
<u>Sven Miller</u>	<u>1557 E. Laird Ave.</u> <u>Salt Lake City, UT 84105</u>	_____	_____
<u>Clyde Page</u>	<u>2393 West 11625 South</u> <u>South Jordan, UT 84095</u>	_____	_____
<u>Marc Rubner</u>	<u>9585 E. Presidio Road</u> <u>Scottsdale, AZ 85260</u>	_____	_____
<u>John R. Rose</u>	<u>1751 N. Fort Lane</u> <u>Layton, UT 84041</u>	_____	_____
<u>Nicole M. Vollmer</u>	<u>1207 W. Riverhouse Cr.</u> <u>Murray, UT 84123</u>	_____	_____

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One Arizona Center
400 East Van Buren
Phoenix, Arizona 85004-2202
(602) 382-6228
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<u>Gennye Feldman</u>	<u>208 West 91st Street</u> (UTP) <u>228 West 72nd Street</u> <u>Apt. 4F B</u> <u>New York, NY 10025</u>		<u>1/18/04</u>
<u>Elizabeth A. Holt</u>	<u>2682 Dearborn Street</u> <u>Salt Lake City, UT 84106</u>	_____	_____
<u>Sven Miller</u>	<u>1557 E. Laird Ave.</u> <u>Salt Lake City, UT 84105</u>	_____	_____
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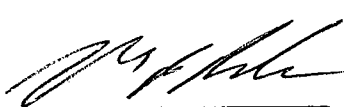
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<u>Elizabeth A. Holt</u>	<u>2682 Dearborn Street</u> <u>Salt Lake City, UT 84106</u>	<u>Elizabeth A. Holt</u>	<u>1/21/05</u>
<u>Sven Miller</u>	<u>1557 E. Laird Ave.</u> <u>Salt Lake City, UT 84105</u>	<u>Sven Miller</u>	<u>1/21/05</u>
<u>Clyde Page</u>	<u>2393 West 11625 South</u> <u>South Jordan, UT 84095</u>	<u>Clyde Page</u>	<u>1/20/2005</u>
<u>Marc Rubner</u>	<u>9585 E. Presidio Road</u> <u>Scottsdale, AZ 85260</u>	_____	_____
<u>John R. Rose</u>	<u>1751 N. Fort Lane</u> <u>Layton, UT 84041</u>	_____	_____
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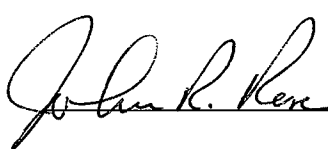
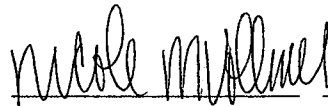
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