

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> <tr> <td>Tracey R. Thomas</td> <td>08/04/2010</td> </tr> <tr> <td>Katherine G. Chen</td> <td>07/09/2010</td> </tr> </table>		Name	Execution Date	Tracey R. Thomas	08/04/2010	Katherine G. Chen	07/09/2010						
Name	Execution Date												
Tracey R. Thomas	08/04/2010												
Katherine G. Chen	07/09/2010												
RECEIVING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>American Express Travel Related Services Company, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>200 Vesey Street</td> </tr> <tr> <td>Internal Address:</td> <td>3 World Financial Center</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</td> </tr> </table>		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
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												
PROPERTY NUMBERS Total: 1													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 30%;">Property Type</th> <th style="width: 70%;">Number</th> </tr> <tr> <td>Application Number:</td> <td>12868158</td> </tr> </table>		Property Type	Number	Application Number:	12868158								
Property Type	Number												
Application Number:	12868158												
CORRESPONDENCE DATA													
Fax Number: (602)382-6070 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 602-382-6000 Email: mhennessee@swlaw.com Correspondent Name: Snell & Wilmer L.L.P. J.M. Hennessee Address Line 1: ONE ARIZONA CENTER Address Line 2: 400 E. VAN BUREN STREET Address Line 4: PHOENIX, ARIZONA 85004-2202													
ATTORNEY DOCKET NUMBER:	64655.5536												
NAME OF SUBMITTER:	James M. Hennessee												
Total Attachments: 3 source=646555536ASN#page1.tif													

CH \$40.00 12868158

501293365

PATENT
REEL: 025001 FRAME: 0595

source=646555536ASN#page2.tif

source=646555536ASN#page3.tif

ASSIGNMENT

UTILITY PATENT

WHEREAS, the undersigned inventor(s) (hereinafter singly and collectively, "ASSIGNOR") of the addresses indicated below, have invented subject matter disclosed and/or claimed in the patent application entitled SYSTEM AND METHOD FOR ENABLING PRODUCT DEVELOPMENT filed herewith or was filed on 08-25-2010 and assigned U.S. Serial No. 12/862,912.

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 inventions 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 inventions 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 inventions, 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, including the rights to sue for all past and future causes of action related to said inventions, 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, related new matter, derivative works, and applications based thereon, growing out of or relating to the inventions; 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 inventions 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. 66170 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

Tracey R. Thomas
200 Vesey Street
New York, NY 10285

Tracey R. Thomas

8/4/2010

Katherine G. Chen
301 East 45th Street, #2D
New York, NY 10017

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

AXP No.: 201001598
11694629

2

Serial No.: TBD
Docket No.: 64655.5500

perfect ASSIGNEE's full protection and title in and to the inventions 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. 66170 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
Tracey R. Thomas 200 Vesey Street New York, NY 10285	_____	_____
Katherine G. Chen 301 East 45 th Street, #2D New York, NY 10017 <i>200 Vesey Street New York, NY 10285</i>	<i>Katherine Chen</i>	<i>7/9/10</i>
SNELL & WILMER L.L.P. One Arizona Center 400 East Van Buren Phoenix, Arizona 85004-2202 (602) 382-6000		

AXP No.: 201001598
11694629

2