

**PATENT ASSIGNMENT**

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| SUBMISSION TYPE:   | NEW ASSIGNMENT   |               |                |                     |            |                  |            |                 |            |                 |            |                |            |                |            |            |            |
|--|--|---------------|----------------|---------------------|------------|------------------|------------|-----------------|------------|-----------------|------------|----------------|------------|----------------|------------|------------|------------|
| NATURE OF CONVEYANCE:  | ASSIGNMENT   |               |                |                     |            |                  |            |                 |            |                 |            |                |            |                |            |            |            |
| <b>CONVEYING PARTY DATA</b>  |  |               |                |                     |            |                  |            |                 |            |                 |            |                |            |                |            |            |            |
| <table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Andrea Bimson</td> <td>09/18/2001</td> </tr> <tr> <td>Lorraine Miranda</td> <td>10/20/2001</td> </tr> <tr> <td>Meena Gopakumar</td> <td>10/06/2001</td> </tr> <tr> <td>Biswajit Sarkar</td> <td>09/22/2001</td> </tr> <tr> <td>Shashikant Rao</td> <td>10/05/2001</td> </tr> <tr> <td>Kaustubh Kunte</td> <td>12/19/2001</td> </tr> <tr> <td>Jin Chyung</td> <td>09/21/2001</td> </tr> </tbody> </table> |  | Name          | Execution Date | Andrea Bimson       | 09/18/2001 | Lorraine Miranda | 10/20/2001 | Meena Gopakumar | 10/06/2001 | Biswajit Sarkar | 09/22/2001 | Shashikant Rao | 10/05/2001 | Kaustubh Kunte | 12/19/2001 | Jin Chyung | 09/21/2001 |
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| Shashikant Rao   | 10/05/2001   |               |                |                     |            |                  |            |                 |            |                 |            |                |            |                |            |            |            |
| Kaustubh Kunte   | 12/19/2001   |               |                |                     |            |                  |            |                 |            |                 |            |                |            |                |            |            |            |
| Jin Chyung   | 09/21/2001   |               |                |                     |            |                  |            |                 |            |                 |            |                |            |                |            |            |            |
| <b>RECEIVING PARTY DATA</b>  |  |               |                |                     |            |                  |            |                 |            |                 |            |                |            |                |            |            |            |
| Name:  | American Express Travel Related Services Company, Inc. |               |                |                     |            |                  |            |                 |            |                 |            |                |            |                |            |            |            |
| Street Address:  | 200 Vesey Street, 3 World Financial Center             |               |                |                     |            |                  |            |                 |            |                 |            |                |            |                |            |            |            |
| City:  | NEW YORK   |               |                |                     |            |                  |            |                 |            |                 |            |                |            |                |            |            |            |
| State/Country:   | NEW YORK   |               |                |                     |            |                  |            |                 |            |                 |            |                |            |                |            |            |            |
| Postal Code:   | 10285-4900   |               |                |                     |            |                  |            |                 |            |                 |            |                |            |                |            |            |            |
| <b>PROPERTY NUMBERS Total: 1</b>   |  |               |                |                     |            |                  |            |                 |            |                 |            |                |            |                |            |            |            |
| <table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12885307</td> </tr> </tbody> </table>  |  | Property Type | Number         | Application Number: | 12885307   |                  |            |                 |            |                 |            |                |            |                |            |            |            |
| Property Type  | Number   |               |                |                     |            |                  |            |                 |            |                 |            |                |            |                |            |            |            |
| Application Number:  | 12885307   |               |                |                     |            |                  |            |                 |            |                 |            |                |            |                |            |            |            |
| <b>CORRESPONDENCE DATA</b>   |  |               |                |                     |            |                  |            |                 |            |                 |            |                |            |                |            |            |            |
| Fax Number:  | (602)382-6070  |               |                |                     |            |                  |            |                 |            |                 |            |                |            |                |            |            |            |
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| Address Line 2:  | 400 E. VAN BUREN STREET                                |               |                |                     |            |                  |            |                 |            |                 |            |                |            |                |            |            |            |
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| ATTORNEY DOCKET NUMBER:  | 40655.6937   |               |                |                     |            |                  |            |                 |            |                 |            |                |            |                |            |            |            |

CH \$40.00 12885307

**501294844**

**PATENT**  
**REEL: 025009 FRAME: 0275**

NAME OF SUBMITTER:

Howard I. Sobelman

**Total Attachments: 10**

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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 CONTENT MANAGEMENT APPLICATION FOR AN INTERACTIVE ENVIRONMENT filed on July 2, 2001 and assigned U.S. Serial No. 09/897,858;

**AND WHEREAS**, AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC. (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 of ASSIGNEE 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 as an employee of 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;

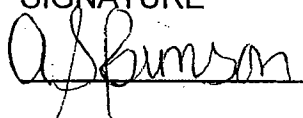
**THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR by these presents does sell, assign and transfer unto ASSIGNEE, its successors, assigns and legal representatives, the full and exclusive right to the invention, as described in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

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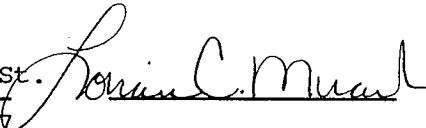
| INVENTOR'S NAME         | ADDRESS  | SIGNATURE   | DATE           |
|-------------------------|--|---|----------------|
| <u>Andrea Bimson</u>    | <u>8390 E. Cheryl</u><br><u>Scottsdale, AZ</u><br><u>85258</u> | <u></u> | <u>9/18/01</u> |
| <u>Lorraine Miranda</u> | _____  | _____   | _____          |

**SNELL & WILMER L.L.P.**  
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400 East Van Buren  
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| <u>Andrea Bimson</u>    | _____<br>_____<br>_____  | _____  | _____             |
| <u>Lorraine Miranda</u> | <u>3236 W. Mariposa St.</u><br><u>Phoenix, AZ 85017</u><br>_____ |  | <u>10/20/2001</u> |

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| INVENTOR'S NAME        | ADDRESS   | SIGNATURE    | DATE            |
|------------------------|---|--------------|-----------------|
| <u>Meena Gopakumar</u> | <u>6968 WAUKARA DRIVE</u><br><u>GLENDALE - 85305</u><br><u>AZ</u> | <u>Meena</u> | <u>10/04/01</u> |
| <u>Biswajit Sarkar</u> | _____   | _____        | _____           |
| <u>Shashikant Rao</u>  | _____   | _____        | _____           |
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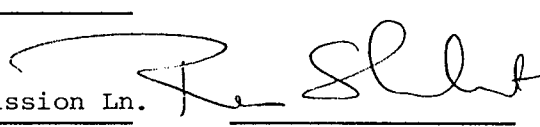
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| <u>Meena Gopakumar</u> | _____<br>_____<br>_____                                       | _____                  | _____            |
| <u>Biswajit Sarkar</u> | <u>339 TERRACE ROAD</u><br><u>BAYPORT,</u><br><u>NY 11705</u> | <u>Biswajit Sarkar</u> | <u>9/22/2001</u> |
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| <u>Biswajit Sarkar</u> | _____<br>_____<br>_____  | _____  | _____          |
| <u>Shashikant Rao</u>  | <u>2220 W. Mission Ln.</u><br><u>#2242</u><br><u>Phoenix, AZ 85021</u> |  | <u>10/5/01</u> |
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