

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Code of Conduct
CONVEYING PARTY DATA	
Name	Execution Date
Robert Berry	06/26/1998
Mari Belczynski	06/26/1998
RECEIVING PARTY DATA	
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
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12902820
CORRESPONDENCE DATA	
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Correspondent Name:	Howard I. SobelmanSnell & Wilmer L.L.P.
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ATTORNEY DOCKET NUMBER:	10655.7138
NAME OF SUBMITTER:	Howard I. Sobelman

Total Attachments: 4
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**PATENT
 REEL: 025127 FRAME: 0864**

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**AMERICAN EXPRESS COMPANY
CODE OF CONDUCT**



REDACTED

Q. How do I know if something is a Company trade secret or confidential?

A. You should treat everything you learn about the Company and its business as a trade secret or confidential, unless it is obviously a matter of general public knowledge. A particular document or other material containing information does not need to be marked "trade secret" or "confidential" to be treated as such. Some examples of American Express' confidential information or trade secrets include customer lists; the terms, discount rates or fees offered to particular customers; marketing or strategic plans; and software, risk models, tools and other system developments. If you have any questions, you should contact the General Counsel's Office.

Q. I'm working with outside suppliers to develop new marketing campaigns, and speed to market is very important. Can we exchange materials through e-mail or the Internet?

A. Yes, but only if the information is exchanged in a secure manner and is subject to a company-approved confidentiality agreement. In such cases, you must consult the Company's Information Security Policy or discuss it with your technology leader.

Trademarks, Copyrights and Patents

You must protect the Company's trademarks, copyrights and patents.

Materials that can be protected by copyright include publications, documentation, training materials, computer codes and other works of authorship you develop for the Company. You may also create, discover or develop software, methods, systems or other patentable inventions when performing your responsibilities or utilizing information or resources available to you in connection with your employment. To the extent permitted by law, all such works of authorship and inventions, whether or not patentable or protectable by copyright, trade secret or trademark, are assigned to the Company whether they are improvements, derivatives, designs, technologies, written materials, programs or any other works.

Intellectual Property of Others

You must respect the intellectual property belonging to third parties.

It is Company policy to not knowingly infringe upon the intellectual property rights of others. When preparing advertising or promotional materials, using the name or printed materials of another company, or operating a software program on a Company computer, you must be sure that the use of any third-party intellectual property is proper. In addition, you may not copy software or bring in software programs from home. Only software properly licensed by the Company is permitted on Company computers. You also may not copy third-party newsletters or periodicals for broad distribution unless the Company has a license to do so, such as in the United States where the Company maintains a license that enables employees to copy numerous titles for internal use.

You should not disclose to the Company, or be asked by the Company to disclose, confidential information or trade secrets of others (e.g., your former employer). You should refer to the Conducting Competitive Intelligence Activities Policy for information on how to protect the confidential information of competitors.

REDACTED