

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Theodore S. Voltmer	04/24/2001
Fauziah B. Ariff	04/23/2001
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:	13273109
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ATTORNEY DOCKET NUMBER:	40655.3638
NAME OF SUBMITTER:	Howard I. Sobelman
Total Attachments: 2 source=406553638_ASSIGN#page1.tif source=406553638_ASSIGN#page2.tif	

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ASSIGNMENT

PATENT

WHEREAS, the undersigned inventor(s) (hereinafter singly and collectively, "ASSIGNOR") of the addresses indicated below, have invented a SYSTEM AND METHOD FOR NETWORKED LOYALTY PROGRAM for which a provisional application for Letters Patent of the United States was filed on March 29, 2001 and assigned U.S. Serial No. 60/279,817;

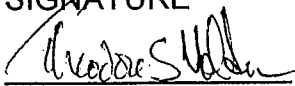
AND WHEREAS, AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC. (hereinafter "ASSIGNEE"), a corporation organized and existing under and by virtue of the laws of the State of New York having its principal place of business and mailing address at General Counsel's Office, American Express Tower, World Financial Center, New York, New York 10285-4900, is desirous of memorializing its interest therein;

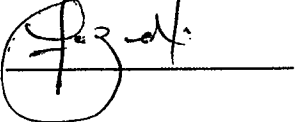
NOW, THEREFORE, the undersigned ASSIGNOR hereby confirms that ASSIGNOR is a full time salaried employee of ASSIGNEE and that ASSIGNOR developed the subject matter of the invention on ASSIGNEE's time and at the expense of ASSIGNEE and within the scope of ASSIGNOR's duties as an employee of ASSIGNEE and 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, 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 a like interest to ASSIGNEE, its successors, assigns and legal representatives, without further remuneration, in and to any improvements and applications for patents 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 perfect ASSIGNEE's full protection and title in and to the invention hereby transferred and to file any of the aforementioned applications.

EXECUTED as of the date(s) written below by ASSIGNOR:

INVENTOR'S NAME	ADDRESS	SIGNATURE	DATE
<u>Theodore S. Voltmer</u>	<u>51 BIRKENDENE RD</u> <u>CALDWELL, NJ 07006</u>		<u>4/24/01</u>

INVENTOR'S NAME	ADDRESS	SIGNATURE	DATE
<u>Fauziah B. Ariff</u>	<u>95 HORATIO ST, # 7L</u> <u>NEW YORK, NY 10014</u>		<u>4/23/01</u>

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