

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Updated Assignment for Assignment recorded at reel/frame 012696/0326
CONVEYING PARTY DATA	
Name	Execution Date
Raymond R. Ferrell	02/27/2002
RECEIVING PARTY DATA	
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:	10285-4900
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	7398226
CORRESPONDENCE DATA	
Fax Number:	(602)382-6070
Phone:	6023826228
Email:	krigby@swlaw.com
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Correspondent Name:	Howard I. Sobelman, Snell & Wilmer L.L.P.
Address Line 1:	400 East Van Buren
Address Line 2:	One Arizona Center
Address Line 4:	Phoenix, ARIZONA 85004
ATTORNEY DOCKET NUMBER:	40655.7600
NAME OF SUBMITTER:	Howard I. Sobelman
Total Attachments: 2 source=Ferrell Assignment#page1.tif source=Ferrell Assignment#page2.tif	

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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 **SYSTEM AND METHOD FOR NETWORKED LOYALTY PROGRAM** for which an application for Letters Patent of the United States was filed on November 6, 2001 and assigned U.S. Serial No. 10/010,947;

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,

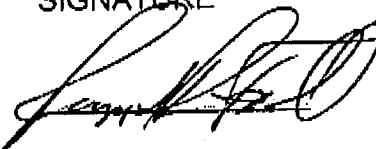
AND HEREBY AGREES to transfer to ASSIGNEE, its successors, assigns and legal representatives, without further remuneration, a like interest in and to any improvements, derivative works, and applications based thereon, growing out of or relating to the invention; and to provide all reasonable assistance 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

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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(s) written below by ASSIGNOR:

INVENTOR'S NAME	ADDRESS	SIGNATURE	DATE
<u>Raymond R. Ferrell</u>	<u>55 Highwood Road</u> <u>West Orange, NJ</u> <u>07052</u>		<u>2/22/02</u>
<u>Fauziah B. Ariff</u>	<u>95 Horatio St., #7L</u> <u>New York, NY</u> <u>10014</u>	_____	_____
<u>Theodore S. Voltmer</u>	<u>51 Birkendene Road</u> <u>Caldwell, NJ</u> <u>07006</u>	_____	_____

SNELL & WILMER L.L.P.
One Arizona Center
400 East Van Buren
Phoenix, Arizona 85004-2202
(602) 382-6349
Fax (602) 382-6070