

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT										
NATURE OF CONVEYANCE:	Corrective Assignment to correct the name of the inventor previously recorded on Reel 022790 Frame 0120. Assignor(s) hereby confirms the name of the inventor as Robert E. Morgan.										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Fred Bishop</td> <td>06/04/2009</td> </tr> <tr> <td>Robert E. Morgan</td> <td>06/05/2009</td> </tr> <tr> <td>Hitesh Seth</td> <td>06/05/2009</td> </tr> </tbody> </table>		Name	Execution Date	Fred Bishop	06/04/2009	Robert E. Morgan	06/05/2009	Hitesh Seth	06/05/2009		
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Fred Bishop	06/04/2009										
Robert E. Morgan	06/05/2009										
Hitesh Seth	06/05/2009										
RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>American Express Travel Related Services Company, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>200 Vesey Street, 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>10285-4900</td> </tr> </table>		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
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											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12479719</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12479719						
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Application Number:	12479719										
CORRESPONDENCE DATA											
<p>Fax Number: (512)853-8801</p> <p>Phone: 5128538800</p> <p>Email: dddeluca@intprop.com</p> <p><i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: Dawn DeLuca</p> <p>Address Line 1: 1120 South Capital of Texas Highway</p> <p>Address Line 2: Building 2, Suite 300</p> <p>Address Line 4: Austin, TEXAS 78746</p>											
ATTORNEY DOCKET NUMBER:	6657-33200										
NAME OF SUBMITTER:	Dean M. Munyon										

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**Total Attachments: 12**

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
Fred Bishop	06/04/2009
Bob Morgan	06/05/2009
Hitesh Seth	06/05/2009
<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>	
Property Type	Number
Application Number:	12479719
<b>CORRESPONDENCE DATA</b>	
Fax Number:	(602)382-6070
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	602-382-6228
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Correspondent Name:	Howard Sobelman, Snell & Wilmer L.L.P.
Address Line 1:	ONE ARIZONA CENTER
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ATTORNEY DOCKET NUMBER:	90655.9600
NAME OF SUBMITTER:	Howard I. Sobelman
Total Attachments: 4 source=906559600_Assgnmnt#page 1.tif	

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**PATENT**  
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**PATENT**  
**REEL: 022994 FRAME: 0840**

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**PATENT**  
**REEL: 022790 FRAME: 0121**

**PATENT**  
**REEL: 022790 FRAME: 0841**

## 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 SYSTEMS AND METHODS FOR MAXIMIZING A REWARDS ACCUMULATION STRATEGY DURING TRANSACTION PROCESSING filed herewith or was filed on \_\_\_\_\_ and assigned U.S. Serial No. \_\_\_\_\_.

**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

Serial No.: TBD  
Docket No.: 90655.9600

perfect ASSIGNOR'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

Fred Bishop  
5511 W. Aster  
Glendale, AZ 85304

Fred A Bishop

6/4/2009

Bob Morgan  
7235 W. La Senda Drive  
Glendale, AZ 85310

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Hitesh Seth  
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1524069

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PATENT  
PATENT  
REEL: 022790 FRAME: 0123  
REEL: 027994 FRAME: 0843

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Bob Morgan  
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*Bob Morgan*

*June 5, 2009*

Hitesh Seth  
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*Hitesh Kumar Sethi* 6/5/2009

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Robert E. Morgan Bob Morgan 7235 W. La Senda Drive Glendale, AZ 85310	<del>Bob Morgan</del> <i>Robert E. Morgan</i>	<del>June 5, 2009</del>
Hitesh Seth 55 Rembrandt Way East Windsor, NJ 08520	Robert E. Morgan	_____

RM  
Morgan initials  
11/14/11  
Date

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*Hitesh Kumar Seth* 6/5/2009

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