

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	The assignment document recorded from Mark Haines to American Express Related Services Company, Inc. at Reel/Frame 013422/0881 on 10/22/2002 was filed erroneously and is not properly part of the chain of title for this asset.
CONVEYING PARTY DATA	
Name	Execution Date
Mark Haines	10/16/2002
RECEIVING PARTY DATA	
Name:	American Express Related Services Company, Inc.
Street Address:	General Counsel's Office
Internal Address:	American Express Tower, World Financial Center
City:	New York
State/Country:	NEW YORK
Postal Code:	10285-4900
PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	60279817
Patent Number:	7398225
CORRESPONDENCE DATA	
Fax Number:	(512)853-8801
Phone:	5128538800
Email:	cacker@intprop.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:	Meyertons, Hood, Kivlin, Kowert & Goetze
Address Line 1:	1120 South Capital of Texas Highway
Address Line 2:	Building 2, Suite 300
Address Line 4:	Austin, TEXAS 78746
ATTORNEY DOCKET NUMBER:	6657-31400
NAME OF SUBMITTER:	Dean M. Munyon

CH \$80.00 60279817

PATENT

**Total Attachments: 4**

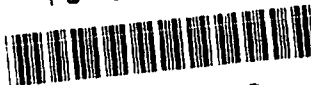
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10-30-2002



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FORM COVER SHEET  
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10/22/02

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Conveying Party(ies)

☐ Mark if additional names of conveying parties attached

Name (line 1) HAINES, Mark

Execution Date  
Month Day Year  
10/16/2002

Name (line 2)

Second Party

Name (line 1)

Execution Date  
Month Day Year

Name (line 2)

Receiving Party

☐ Mark if additional names of receiving parties attached

Name (line 1) AMERICAN EXPRESS RELATED SERVICES COMPANY, INC.

Name (line 2)

Address (line 1) General Counsel's Office

Address (line 2) American Express Tower, World Financial Center

Address (line 3) New York

New York

10285-4900

City

State/Country

Zip Code

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PATENT  
REEL: 013422 FRAME: 0881  
REEL: 028169 FRAME: 0809

## Correspondent Name and Address

Area Code and Telephone Number

602/382-6208

Name Thomas J. Finn, Esq., Reg. No. 48,066

Address (line 1) Snell &amp; Wilmer L.L.P.

Address (line 2) One Arizona Center

Address (line 3) 400 East Van Buren

Address (line 4) Phoenix, Arizona 85004-2202

## Pages

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# 2

## Application Number(s) or Patent Number(s)

☐ Mark if additional numbers attached

Enter either the Patent Application Number or the Patent Number (DO NOT ENTER BOTH numbers for the same property).

Patent Application Number(s)

Patent Number(s)

09/836,213

60/279,817

60/246,208

If this document is being filed together with a new Patent Application, enter the date the patent application  
was

Month Day Year

## Patent Cooperation Treaty (PCT)

Enter PCT application number  
only if a U.S. Application Number  
has not been assigned.

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## Number of Properties

Enter the total number of properties involved.

# 1

## Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): \$

40.00

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Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the  
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indicated herein.

Thomas J. Finn, Reg. No. 48,066

Name of Person Signing



Signature

October 17, 2002

Date

## 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 8, 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 was 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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