

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Robert E. Morgan</td> <td>06/04/2012</td> </tr> <tr> <td>Hitesh K. Seth</td> <td>05/25/2012</td> </tr> </tbody> </table>		Name	Execution Date	Robert E. Morgan	06/04/2012	Hitesh K. Seth	05/25/2012
Name	Execution Date						
Robert E. Morgan	06/04/2012						
Hitesh K. Seth	05/25/2012						
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							
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13488285</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13488285		
Property Type	Number						
Application Number:	13488285						
CORRESPONDENCE DATA							
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Phone:	602-382-6000						
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<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:	James Henson, Snell & Wilmer L.L.P.						
Address Line 1:	ONE ARIZONA CENTER						
Address Line 2:	400 E. VAN BUREN STREET						
Address Line 4:	PHOENIX, ARIZONA 85004-2202						
ATTORNEY DOCKET NUMBER:	12655.3700						
NAME OF SUBMITTER:	James Henson						
Total Attachments: 3 source=126553700_ASN#page1.tif source=126553700_ASN#page2.tif source=126553700_ASN#page3.tif							

CH \$40.00 13488285

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 Delivering Tailored Content Based Upon a Consumer Profile 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

AXP No.: 201002655 (PJ)
1524069

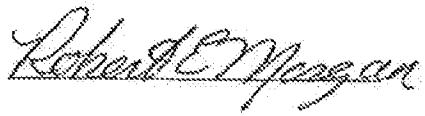
PATENT
REEL: 028314 FRAME: 0028

Serial No.: _____
Docket No.: 12655.3700

perfect ASSIGNEE'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
Robert E. Morgan 22407 N. 88 th Avenue Peoria, AZ 85383		<u>6/4/12</u>
Hitesh K. Seth 55 Rembrandt Way East Windsor, NJ 08520	_____	_____

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One Arizona Center
400 East Van Buren
Phoenix, Arizona 85004-2202
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Robert E. Morgan 22407 N. 88 th Avenue Peoria, AZ 85383	_____	_____
Hitesh K. Seth 55 Rembrandt Way East Windsor, NJ 08520	<u>Hitesh Kumar Seth</u>	<u>5/28/2012</u>

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