

11 August 2005

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Internet <http://www.ipaustralia.gov.au>
ABN 38 113 072 755

Trade Mark : 1068215

Word Series: AMEX ; AMEX TRAVEL
Filed On: 02-AUG-05 Type
Class/es: 35
Kind: n/a
Owner: Max Najar

COPY

ASSIGNMENT

THIS DEED made this 1ST day of May 2006

BETWEEN Max Najar of PO Box 344, MAGILL SA 5072, AUSTRALIA ("the Assignor") of the one part

AND American Express Marketing & Development Corp., of 200 Vesey Street, New York, NY 10285-4900 UNITED STATES OF AMERICA ("the Assignee") of the other part

WHEREAS

- A. The Assignor is the Proprietor in Australia of the Trade Mark, short particulars of which are set forth in the schedule hereto (the said "Trade Mark")
- B. The Assignor has agreed to assign to the Assignee the whole right, title and interest in and to the said Trade Mark.

NOW THIS DEED WITNESSETH that in consideration of the sum of One Australian Dollar (\$A1.00) and for other good and valuable consideration (the receipt of which the Assignor hereby acknowledges) the Assignor hereby assigns to the Assignee all right, title and interest in and to the said Trade Mark TOGETHER WITH the goodwill of the business concerned in the services in respect of which the Trade Mark is registered and the Assignor shall, at the expense of the Assignee or its assigns, execute and do all such documents and things as may be necessary or proper for legally vesting in the Assignee or its assigns the full benefit of the said Trade Mark.

aa MAX

From: peter.j.anderson@aexp.com
Sent: Monday, 1 May 2006 12:46 PM
To: aa MAX
Subject: Re: re AMEX IP-Trade Mark sign off

Mr Najar, for clarity, given that you have commenced registration of the trade marks, there are now 2 alternatives, 1. that you not pursue the marks to registration, (which you have indicated you will do) or 2. that you assign the marks to American Express.



My preference would be option 2, as I would like to see these marks registered in American Express' name, and option 2 is the easiest method (rather than waiting for the time periods to expire, reloading etc). This isn't about \$1; right now, you are the owner of trade mark applications and therefore rights to the American Express brand. To transfer these rights to American Express, and allow us to take over those rights and continue to register the marks in American Express' name, IP Australia needs to see proof in the form of a written agreement - the Deed.

My apologies if the preferred option was not properly communicated to you.

Trish Shepherd mentioned that you are a strong and loyal supporter of the American Express brand and for this reason alone I am continuing to write to address your concerns and in the belief that you will sign and send me the Deed. As you know, Trish is on long service leave in central Australia.

regards, Peter

American Express Australia Limited

  National Australia Bank Limited 00153065

345 GEORGE STREET BRANCH SYDNEY NSW DATE 27/06/06

PAY THE SUM OF

ONE DOLLARS ONLY

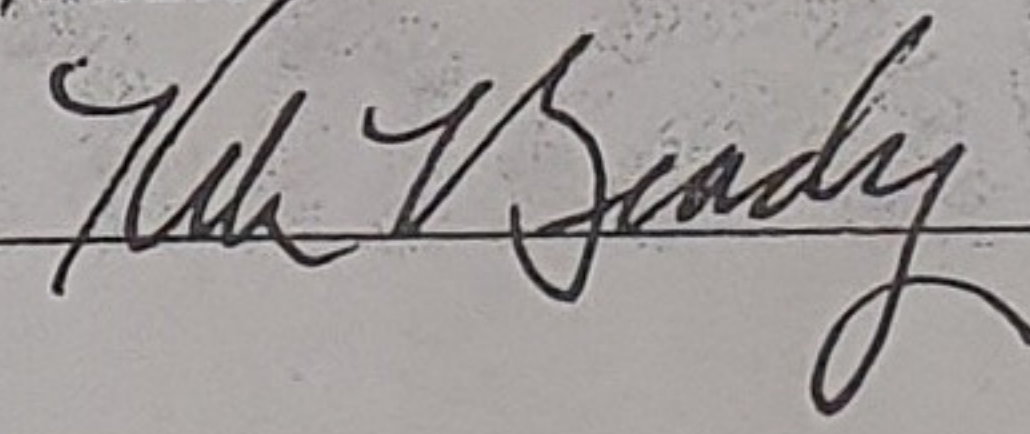
TO **AXIS TRAVEL CENTRE**
176 GLYNBURN ROAD
TRANMERE

OR ORDER SA 5073

SECURITY FEATURE INCLUDED IN THIS CHEQUE IS MICROPRINTING IN THE SIGNATURE LINE; THE ABSENCE OF WHICH COULD INDICATE A FRAUDULENT CHEQUE.

For and on behalf of **American Express Australia Limited**
(ABN 92 108 952 085) No. 2 A/C

NOT NEGOTIABLE \$ *****1.00

AUTHORISED AGENT 

⑈ 153065⑈ 082000⑈ 5708900⑈ 21⑈

