

CRACCHIOLO JAMES M  
Form 4  
October 07, 2004

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**CRACCHIOLO JAMES M**  
  
(Last) (First) (Middle)  
  
**AMERICAN EXPRESS  
TOWERAMERICAN EXPRESS  
T, 3 WORLD FINANCIAL  
CENTER3 WORLD FINANCIA**

2. Issuer Name and Ticker or Trading Symbol  
**AMERICAN EXPRESS CO [AXP]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**10/05/2004**

5. Relationship of Reporting Person(s) to Issuer  
  
(Check all applicable)  
  
 Director  10% Owner  
 Officer (give title below)  Other (specify below)  
**Member, Global Leadership Team**

(Street)  
  
**NEW YORK, NY 10285-5003**  
  
(City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Shares	10/05/2004	10/05/2004	M		14,000 A \$ 36.438	327,738	D
Common Shares	10/05/2004	10/05/2004	M		150,000 A \$ 35.292	477,738	D
Common Shares	10/05/2004	10/05/2004	F <sup>(1)</sup>		11,174 D \$ 52.72	466,564	D
Common Shares	10/05/2004	10/05/2004	F <sup>(1)</sup>		117,594 D \$ 52.72	348,970	D
						4,715	I

Common  
Shares

By ISP  
Trust <sup>(2)</sup>

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Underlying (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title
Employee Stock Option (right to buy)	\$ 36.438	10/05/2004	10/05/2004	M	14,000	07/27/2004	07/26/2008	Common Shares
Employee Stock Option (right to buy)	\$ 35.292	10/05/2004	10/05/2004	M	150,000	02/22/2001 <sup>(3)</sup>	02/22/2009	Common Shares
Employee stock option (right to buy)	\$ 52.72	10/05/2004	10/05/2004	A	11,174	04/05/2005	07/26/2008	Common Shares
Employee stock option (right to buy)	\$ 52.72	10/05/2004	10/05/2004	A	117,594	04/05/2005	02/21/2009	Common Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other

CRACCHIOLO JAMES M  
AMERICAN EXPRESS TOWER  
AMERICAN EXPRESS T  
3 WORLD FINANCIAL CENTER  
3 WORLD FINANCIA  
NEW YORK, NY 10285-5003

Member, Global Leadership  
Team

## Signatures

James M.  
Cracchiolo

10/07/2004

\_\_Signature of  
Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
  - \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The reported disposition represents the surrender of shares to cover the cost of exercise and tax obligations arising from the exercise of employee stock options.
  - (2) Shares held in reporting person's account under the Company's Incentive Savings Plan as of October 1, 2004. This plan uses unit accounting, and the number of shares that a participant is deemed to hold varies with the unit price of the Company pooled stock fund.
  - (3) These options vested in three equal annual installments beginning on the date shown as "Date Exercisable."

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.