

AMERICAN EXPRESS CO
Form 4
August 13, 2007

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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 *
Linville Judson C

(Last) (First) (Middle)

3 WORLD FINANCIAL
CENTER, 200 VESEY STREET,
AMERICAN EXPRESS TOWER

(Street)

NEW YORK, NY

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

AMERICAN EXPRESS CO [AXP]

3. Date of Earliest Transaction
(Month/Day/Year)

08/10/2007

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

___ Director ___ 10% Owner
 Officer (give title below) ___ Other (specify below)
CEO, U.S. Consumer Division

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)	
				(A) or (D)	Price			
				Code	V	Amount		
Common Stock	08/10/2007		M		49,263	A	\$ 39.61 83,353	D
Common Stock	08/10/2007		M		29,054	A	\$ 46.564 112,407	D
Common Stock	08/10/2007		F		25,434	D	\$ 59.82 86,973	D
Common Stock	08/10/2007		S		200	D	\$ 58.95 86,773	D
Common Stock	08/10/2007		S		200	D	\$ 58.96 86,573	D

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Common Stock	08/10/2007	S	600	D	\$ 58.97	85,973	D
Common Stock	08/10/2007	S	200	D	\$ 58.98	85,773	D
Common Stock	08/10/2007	S	600	D	\$ 58.99	85,173	D
Common Stock	08/10/2007	S	200	D	\$ 59	84,973	D
Common Stock	08/10/2007	S	1,100	D	\$ 59.01	83,873	D
Common Stock	08/10/2007	S	600	D	\$ 59.02	83,273	D
Common Stock	08/10/2007	S	600	D	\$ 59.03	82,673	D
Common Stock	08/10/2007	S	600	D	\$ 59.04	82,073	D
Common Stock	08/10/2007	S	800	D	\$ 59.05	81,273	D
Common Stock	08/10/2007	S	900	D	\$ 59.06	80,373	D
Common Stock	08/10/2007	S	500	D	\$ 59.07	79,873	D
Common Stock	08/10/2007	S	200	D	\$ 59.08	79,673	D
Common Stock	08/10/2007	S	200	D	\$ 59.09	79,473	D
Common Stock	08/10/2007	S	200	D	\$ 59.1	79,273	D
Common Stock	08/10/2007	S	200	D	\$ 59.11	79,073	D
Common Stock	08/10/2007	S	200	D	\$ 59.12	78,873	D
Common Stock	08/10/2007	S	1,700	D	\$ 59.15	77,173	D
Common Stock	08/10/2007	S	1,700	D	\$ 59.16	75,473	D
Common Stock	08/10/2007	S	600	D	\$ 59.17	74,873	D
Common Stock	08/10/2007	S	1,400	D	\$ 59.18	73,473	D
	08/10/2007	S	2,300	D	\$ 59.19	71,173	D

Common
Stock

Common Stock 08/10/2007 S 2,000 D \$ 59.2 69,173 D

Common Stock 08/10/2007 S 2,400 D \$ 59.21 66,773 D

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

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SEC 1474
(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 Amount of Underlying Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 39.61	08/10/2007		M	49,263	03/02/2004 02/22/2008	Common Stock 49,263
Employee Stock Option (Right to Buy)	\$ 46.564	08/10/2007		M	29,054	09/05/2004 02/22/2008	Common Stock 29,054

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Linville Judson C
3 WORLD FINANCIAL CENTER
200 VESEY STREET, AMERICAN EXPRESS TOWER
NEW YORK, NY

CEO, U.S.
Consumer
Division

Signatures

/s/ Stephen P. Norman,
attorney-in-fact

08/13/2007

__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).

Remarks:

This is the first of two Forms 4 filed by reporting person on August 13, 2007.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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