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AMERICAN EXPRESS CO  
 Form 13F-NT  
 February 11, 2005

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

FORM 13(F) COVER PAGE

Report for the Calendar Year or Quarter Ended: December 31, 2004

Check here if Amendment [ ]; Amendment Number:  
 This Amendment (Check only one.): [ ] is a restatement.  
 [ ] adds new holdings entries.

Institutional Investment Manager Filing this Report:

Name: American Express Company  
 Address: 200 Vesey Street  
 New York, New York 10285

Form 13F File Number: 28-698

The institutional investment manager filing this report and the person by whom it is signed hereby represent that the person signing the report is authorized to submit it, that all information contained herein is true, correct and complete, and that it is understood that all required items, statements, schedules, lists, and tables, are considered integral parts of this form.

Person Signing this Report on Behalf of Reporting Manager:

Name: Joan C. Amble  
 Title: Senior Vice President and Comptroller  
 Phone: 212-640-2000

Signature, Place, and Date of Signing:

/s/ Joan C. Amble

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Joan C. Amble                                  New York, New York                                  February 11, 2005  
 [Signature]    [City, State]    [Date]

Report Type (Check only one.):

- [ ] 13F HOLDINGS REPORT.
- [ X ] 13F NOTICE.
- [ ] 13F COMBINATION REPORT.

List of Other Managers Reporting for this Manager:

Form 13F File Number                                  Name  
 28-139    American Express Financial Corporation

