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AMERICAN EXPRESS CO  
Form 13F-NT  
August 11, 2004

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

FORM 13(F) COVER PAGE

Report for the Calendar Year or Quarter Ended: June 30, 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: Gary L. Crittenden  
Title: Executive Vice President and Chief Financial Officer  
Phone: 212-640-2000

Signature, Place, and Date of Signing:

/s/ Gary L. Crittenden

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Gary L. Crittenden                      New York, New York                      August 11, 2004  
[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

