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Form PTO-1595
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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

22154 U.S. PTO
29/205347

1. Name of conveying party(ies): 5-204
Sandra Choi
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: J. Choo (Jersey) Limited
Internal Address: _____
Street Address: 37 Ixworth Place
London, England SW3 3QH
City: _____ State: _____ Zip: _____
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____
Execution Date: May 5 2004

4. Application number(s) or patent number(s): 29205347
If this document is being filed together with a new application, the execution date of the application is: May 5, 2004
A. Patent Application No.(s) _____
B. Patent No.(s) _____
Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Lawrence E. Apolzon, Esq.
Internal Address: _____
Fross Zelnick Lehrman & Zissu, P.C.
Street Address: 866 United Nations Plaza
City: New York State: NY Zip: 10017

6. Total number of applications and patents involved: 1
7. Total fee (37 CFR 3.41).....\$ 40.00
 Enclosed
 Authorized to be charged to deposit account
8. Deposit account number:
23-0825-0576900

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9. Signature.
Lawrence E. Apolzon, Esq. [Signature] 5/12/04
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and documents:

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Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

PATENT
REEL: 015336 FRAME: 0239

ASSIGNMENT

WHEREAS, I, Sandra Choi ("Assignor"), a citizen of the United Kingdom, have invented a new, original, and ornamental design for a

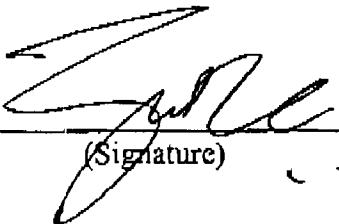
SHOE (KWIK)

as described or intended to be described and set forth in the application executed by me of even date herewith, preparatory to obtaining Design Letters Patent of the United States therefor; and

WHEREAS, J. CHOO (JERSEY) LIMITED ("Assignee"), a limited liability company registered in Jersey, having a place of business at 37 Ixworth Place, London England, SW3 3QH, is desirous of acquiring the entire right, title, and interest in and to said invention, said application, and any Letters Patent which may be granted therefor or thereupon, together with any and all divisions, continuations, reissues and extensions thereof:

NOW, THEREFORE, to all whom it may concern, be it known that, for and in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over, unto the Assignee, its successors and assigns, the entire right, title and interest in and to said invention, design application executed of even date herewith, and any Letters Patent which may be granted therefor or thereupon, together with any and all divisions, continuations, reissues and extensions thereof, all my foreign rights to said invention, and all my rights under the International Convention in respect to said invention and application. And I hereby agree to communicate to the Assignee or its representatives any facts known to me respecting said invention and improvements, to testify in any legal proceeding relating thereto, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and in addition to execute any and all documents that may be required in order that the Assignee may make application for Letters Patent on said invention in foreign countries in its own name. And I do hereby authorize and request the Commissioner of Patents and Trademarks to issue any Letters Patent which may be granted for or upon said invention or applications unto the Assignee, its successors and assigns, in accordance with this assignment.

5 MAY 2004
(Date)


(Signature)

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