

9/10/04

09-22-2004

FORM PTO-1595 (Rev. 6-03) F
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22151 U.S. PTO
29/212954
091004

1. Name of conveying party(ies):
Ji Hong Cheng
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: NEW HERITAGE LIMITED
Internal Address: Unit 1, 11/F
Tower B, Hung Hom Commercial Centre
Street Address: 37 Ma Tau Wai Road
City: Hung Hom Kln State: ZIP: x
Country: Hong Kong
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other
Execution Date: August 24, 2004

4. Application number(s) or patent number(s):
If this document is being filed together with a new application, the execution date of the application is: 8-24-2004
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: Thomas I. Rozsa, Esq.
Internal Address:
Street Address: ROZSA & CHEN LLP
15910 Ventura Blvd., Suite 1601
City: Encino State: CA ZIP: 91436

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:
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9. Statement and signature.
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.
Thomas I. Rozsa Signature Date: 9-10-2004
Name of Person Signing
Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:
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Washington, D.C. 20231

(Form PTO-1595-Recordation Form Cover Sheet [16-5]-page 1 of 3)

09/14/2004 MBERHE 00000012 29212954
02 FC:8021 40.00 DP

PATENT
REEL: 015794 FRAME: 0061

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:
Serial No.: 0 (to be assigned) Group No.:
Filed: Examiner:
For:

Assistant Commissioner for Patents
Washington, D.C. 20231

EXPRESS MAIL CERTIFICATE

"Express Mail" label number EV 312731371 US
September 10, 2004
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I hereby certify that the following attached paper or fee

ASSIGNMENT OF INVENTION

Entitled: WATCH CASE

by Inventor(s): Ji Hong Cheng

is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10, on the date indicated above and is addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.

Thomas I. Rozsa

Typed or printed name of person mailing paper or fee

Thomas I Rozsa 9/10/04

Signature of person mailing paper or fee

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ASSIGNMENT OF INVENTION

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

ASSIGNOR:

Inventor(s) or person(s) or entity(ies) who own the invention

Ji Hong Cheng
(type or print name(s) of ASSIGNOR(S))
30A, Taiwan Garden,
Dong Yuan Road, Futian District
Address
Shenzhen, People's Republic of China

People's Republic of China
Nationality

(If assignment is by person or entity to whom invention was previously assigned and this was recorded in PTO, add the following)

Recorded on _____ Reel _____
Frame _____

hereby sells, assigns and transfers to

ASSIGNEE:

NEW HERITAGE LIMITED
(type or print name(s) of ASSIGNEE(S))
Unit 1, 11/F Tower B
Hung Hom Commercial Centre
Address 37 Ma Tau Wai Road
Hung Hom Kln, Hong Kong

Hong Kong corporation
Nationality

and the successors, assigns and legal representatives of the ASSIGNEE

(complete one of the following)

- the entire right, title and interest
 an undivided _____ percent (_____%) interest
for the United States and its territorial possessions

(check the following box, if foreign rights are also to be assigned)

- and in all foreign countries, including all rights to claim priority,
in and to any and all improvements which are disclosed in the invention entitled:
WATCH CASE

Name of inventor(s) Ji Hong Cheng

(check and complete (a), (b), (c), (d), (e), (f), or (g))

and which is found in (37 C.F.R. § 3.21)

- (a) U.S. patent application executed on even date herewith
(b) U.S. patent application executed on _____
(c) U.S. provisional application naming the above inventor(s) for the above-entitled invention.
 Express mail label no.: _____
Mailed: _____
 To comply with 37 C.F.R. § 3.21 for recordal of this assignment, I, an ASSIGNOR signing below, hereby authorize and request my attorney to insert below the filing date and application number when they become known.
(d) U.S. application no. _____ / _____
filed on _____
(e) International application no. PCT/ _____ / _____
(f) U.S. patent no. _____ issued _____
 A change of address to which correspondence is to be sent regarding patent maintenance fees is being sent separately.

(also check (g), if foreign application(s) is also being assigned)

- (g) and any legal equivalent thereof in a foreign country, including the right to claim priority

and, in and to, all Letters Patent to be obtained for said invention by the above application or any continuation, division, renewal, or substitute thereof, and as to letters patent any reissue or re-examination thereof.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

(Assignment of Invention [16-3]—page 2 of 3)

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, I/We have hereunto set hand and seal this _____ day
of _____
Date of signing

WARNING: The date of signing must be the same as the date of execution of the application, if item (a) was checked above.

Date: 20/08-2004 Ji Hong Cheng
Signature of ASSIGNOR(S) Ji Hong Cheng

Date: _____
Date: _____
Date: _____

(If ASSIGNOR is a legal entity, complete the following information)

*(type or print the name of the above person
authorized to sign on behalf of ASSIGNOR)*

Title

NOTE: No witnessing, notarization or legalization is necessary. If the assignment is notarized or legalized, then it will only be prima facie evidence of execution. 35 U.S.C. § 261. Use next page if notarization is desired.

Notarization or Legalization Page Added.

(Assignment of Invention [16-3]—page 3 of 3)