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1. Name of conveying party(ies):
Juha MARTILLA

Name and address of receiving party(ies):
Name: **LOUIS VUITTON MALLETIER**

Additional name(s) of conveying party(ies) attached? Yes No

Internal Address:

3. Nature of conveyance:

Street Address: **2, rue du Pont-Neuf**

Assignment

Merger

City: **Paris**

Security Agreement

Change of Name

Country: **France**

Zip Code: **75001**

Other:

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 Yes No

Execution Date: **January 9, 2005**

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: [Type appropriate information]

A. Patent Application Number(s):
29/215,772

B. Patent Number(s):
Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: **Stephen L. Peterson**
01/26/2005 AADDF01 00000020 29215772
02 FC:8021 40.00 DP

6. Total number of applications and registrations involved:
1

7. Total fee (37 CFR 3.41): **\$40**
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Internal Address: **FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER, L.L.P.**

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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.

Stephen L. Peterson
Reg. No. 26,325

Stephen L. Peterson
Signature

January 26, 2005
Date

Total number of pages including cover sheet, attachments and documents: **2**

ASSIGNMENT

WHEREAS I, the below named inventor, [hereinafter referred to as Assignor)], have made an invention entitled:

PURSE

for which I filed an application for United States Letters Patent on October 26, 2004 (Application No. 29/215,772); and

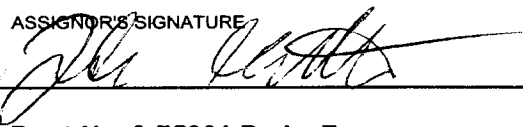
WHEREAS, LOUIS VUITTON MALLETIER, a corporation of France, whose post office address is 2, rue du Pont-Neuf, 75001 Paris, France (hereinafter referred to as Assignee), is desirous of securing the entire right, title, and interest in and to this invention in all countries throughout the world, and in and to the application for United States Letters Patent on this invention and the Letters Patent to be issued upon this application;

NOW THEREFORE, be it known that for and in consideration of the sum of One Dollar (\$1.00) in hand paid and other good and valuable consideration the receipt of which from assignee is hereby acknowledged, I, as assignor, have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the assignee, its lawful successors and assigns, my entire right, title, and interest in and to this invention, and this application, and all divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof, and all rights to claim priority on the basis of the above provisional application (if any), as well as all rights to claim priority on the basis of this application, and all applications for Letters Patent which may hereafter be filed for this invention in any foreign country and all Letters Patent which may be granted on this invention in any foreign country, and all extensions, renewals, and reissues thereof; and I hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any foreign country whose duty it is to issue patents on applications as described above, to issue all Letters Patent for this invention to assignee, its successors and assigns, in accordance with the terms of this Assignment;

AND, I HEREBY covenant that I have the full right to convey the interest assigned by this Assignment, and I have not executed and will not execute any agreement in conflict with this Assignment;

AND, I HEREBY further covenant and agree that I will, without further consideration, communicate with assignee, its successors and assigns, any facts known to me respecting this invention, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said assignee, its successors or assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States and any foreign country, it being understood that any expense incident to the execution of such papers shall be borne by the assignee, its successors and assigns.

IN TESTIMONY WHEREOF, I have hereunto set my hand.

1. FULL NAME OF SOLE OR FIRST ASSIGNOR Juha MARTILLA	ASSIGNOR'S SIGNATURE 	DATE 10.01.05
ADDRESS c/o Louis Vuitton Malletier, S.A., 2, rue du Pont-Neuf, 75001 Paris, France		CITIZENSHIP Finland

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