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1. Name of conveying party(ies)/Execution Date(s):
Sandra Choi

Execution Date(s) February 9, 2005
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: The Whiteley Chambers
Don Street
City: St. Helier
State: _____
Country: Jersey, Channel Islands Zip: JE4 9WG
Additional name(s) & address(es) attached? Yes No

112896 U.S. PTO
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3. Nature of conveyance:
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4. Application or patent number(s):
A. Patent Application No.(s)
B. Patent No.(s)
Additional numbers attached? Yes No

This document is being filed together with a new application.

5. Name and address to whom correspondence concerning document should be mailed:
Name: Lawrence E. Apolzon
Internal Address: _____
Fross Zelnick Lehrman & Zissu, P.C.
Street Address: 866 United Nations Plaza
City: New York
State: NY Zip: 10017
Phone Number: 212-813-5900
Fax Number: 212-813-5901
Email Address: lapolzon@frosszelnick.com

6. Total number of applications and patents involved: 1
7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00
 Authorized to be charged by credit card
 Authorized to be charged to deposit account
 Enclosed
 None required (government interest not affecting title)

8. Payment Information
a. Credit Card Last 4 Numbers _____
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b. Deposit Account Number _____
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9. Signature: _____ February 9, 2005
Signature Date
Lawrence E. Apolzon, Esq. Reg. No. 30,992
Name of Person Signing
Total number of pages including cover sheet, attachments, and documents:

02/24/2005 01 FC:8021

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PATENT
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ASSIGNMENT

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

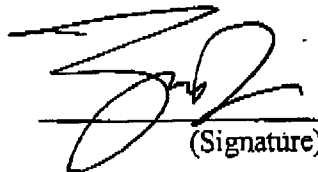
SHOE (GIRL)

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 The Whiteley Chambers, Don Street, St Helier, Jersey, Channel Islands, JE4 9WG, 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.

9 February 2005
(Date)


(Signature)

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