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

Sandra Choi

Execution Date(s) March 14, 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

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
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- Executive Order 9424, Confirmatory License
- Other _____

4. Application or patent number(s):

A. Patent Application No.(s)

This document is being filed together with a new application.

B. Patent No.(s)

Additional numbers attached? Yes No

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
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9. Signature:

March 14, 2005

Signature

Date

Lawrence E. Apolzon, Esq. Reg. No. 30,992

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

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**PATENT
REEL: 016390 FRAME: 0128**

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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

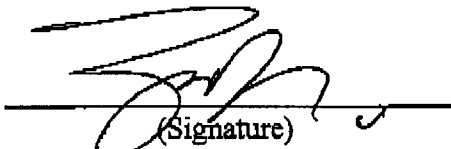
SHOE (ARIEL)

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.

14 March 2005
(Date)


(Signature)

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