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U.S. DEPARTMENT OF COMMERCE  
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5-11-05

RECC



103005387

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)/Execution Date(s):**  
 Alvaro Gonzalez  
 Execution Date(s) May 11, 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  
 Government Interest Assignment  
 Executive Order 9424, Confirmatory License  
 Other \_\_\_\_\_

**4. Application or patent number(s):**  This document is being filed together with a new application.  
 A. Patent Application No.(s)  
29/222,816  
 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 Lehman & 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 \_\_\_\_\_  
 Expiration Date \_\_\_\_\_  
 b. Deposit Account Number \_\_\_\_\_  
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**9. Signature:** \_\_\_\_\_ 5/11/05  
 Signature Date  
 Lawrence E. Apolzon, Esq. (Reg. No. 30,992) Total number of pages including cover sheet, attachments, and documents:   
 Name of Person Signing

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

05/17/2005 ECOOPER 00000263 29222816  
01 FC:8021 40.00 DP

PATENT  
REEL: 016563 FRAME: 0154

**ASSIGNMENT**

WHEREAS, I, Alvaro Gonzalez ("Assignor"), a citizen of Spain, have invented a new, original, and ornamental design for a


**HANDBAG (BEAN-CHARM)**

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 my 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.

11 May 2005  
(Date)

  
(Signature)

FILED: 05/11/2005 10:00 AM BEAN-CHARM US0201 - 0425438 - BEAN CHARM Design Patent App and Assign - MK.doc