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To the Director of the U.S. Patent and Trademark Office: Please record the automed documents or the new address(es) below. Name of conveying party(ies)/Execution Date(s): 2. Name and address of receiving party(ies) Name: J. Choo (Jersey) Limited Alvaro Gonzalez Internal Address: __ Execution Date(s) July 6, 2006 Street Address: The Whiteley Chambers Additional name(s) of conveying party(ies) attached? Yes ✓ No Don Street 3. Nature of conveyance: ✓ Assignment Merger City: St. Helier Security Agreement Change of Name State: Government Interest Assignment Country: <u>Jersey</u>, <u>Channel Islands</u> Zip: <u>JE4 9WG</u> Executive Order 9424, Confirmatory License Other Additional name(s) & address(es) attached? Yes V No 4. Application or patent number(s): This document is being filed together with a new application. A. Patent Application No.(s) B. Patent No.(s) 29/255,776 Additional numbers attached? Yes ✓ No 5. Name and address to whom correspondence 6. Total number of applications and patents concerning document should be mailed: involved: Name:Lawrence E. Apolzon 7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00 Internal Address: Authorized to be charged by credit card Fross Zelnick Lehrman & Zissu, P.C. Authorized to be charged to deposit account ✓ Enclosed Street Address: 866 United Nations Plaza None required (government interest not affecting title) 8. Payment Information City: New York a. Credit Card Last 4 Numbers State: NY **Zip: 10017** Expiration Date Phone Number: 212-813-5900 b. Deposit Account Number Fax Number: 212-813-5901 Authorized User Name ____ Email Address: | lapolzon@frosaze(nick com 9. Signature: July 25, 2006 07/31/2006 DBYRNE 00000049 29255776 Signature 01 FC:802 Lawrence E. Apolzon, 489, (Reg. No. 80,992) Total number of pages including cover Name of Person Signing sheet, attachments, and documents:

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

PATENT REEL: 018094 FRAME: 0361

ASSIGNMENT

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

HANDBAG (ROSS STUDS)

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.

6 JULY 2006 (Date)

RECORDED: 07/25/2006

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PATENT REEL: 018094 FRAME: 0362