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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):

Elizabeth Guers-Neyrud

Execution Date(s) January 19, 2007

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

2. Name and address of receiving party(ies)

Name: J. Choo Limited

Internal Address: _____

Street Address: 37 Ixworth Place

City: London

State: _____

Country: England Zip: SW3 3QH

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) _____

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.

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City: New York

State: NY Zip: 10017

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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)

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b. Deposit Account Number 23-0825-0576900

Authorized User Name Fross Zelnick Lehrman & Zissu

9. Signature:

Signature

January 23, 2007

Date

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

Name of Person Signing

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

13268 U.S. PTO
29/271661



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009004E 230825
01/29/2007 RUMPH
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ASSIGNMENT

WHEREAS, I, Elisabeth Guers-Neyrud ("Assignor"), a citizen of the France,
have invented a new, original, and ornamental design for

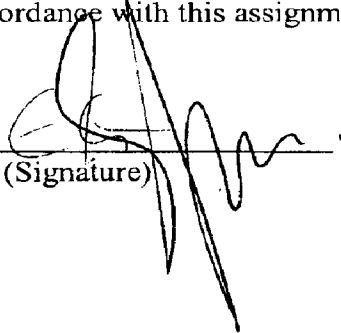
FOOTWEAR (KILT)

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 LIMITED ("Assignee"), a corporation operating and existing
under the laws of the United Kingdom, having a place of business at 37 Ixworth Place, London,
England, SW3 3QH, 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.

19 January 2007
(Date)


(Signature)