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To the Director of the U.S. Patent and Trademark Office

documents or the new address(es) below.

7-20-07

1. Name of conveying party(ies)
 Sandra Choi
 Daniel Lawler

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/Execution Date(s):
 Execution Date(s) May 23, 2007

Assignment Merger
 Security Agreement Change of Name
 Joint Research Agreement
 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)
29/286,910

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, Esq.
 Internal Address: _____
Fross Zelnick Lehrman & Zissu, P.C.
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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 23-0825-057690
 Authorized User Name Fross Zelnick Lehrman & Zissu, P.C.

9. Signature: _____
 Signature
 Lawrence E. Apolzon, Esq. Reg. No. 30,992
 Name of Person Signing

July 20, 2007
Date

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

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FROSSZELNICK LEHRMAN & ZISSU, P.C.
FC:8021

ASSIGNMENT

WHEREAS, WE, Sandra Choi, a citizen of the United Kingdom, and Daniel Lawler, a citizen of the United States, ("Assignors"), have invented a new, original, and ornamental design for

FOOTWEAR (BELOVED)

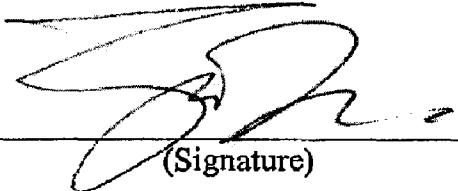
as described or intended to be described and set forth in the application executed by the Assignors of even date herewith, preparatory to obtaining Design Letters Patent of the United States therefor; and

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, Assignors hereby sell, assign, transfer and set 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 our rights under the International Convention in respect to said invention and application. And Assignors hereby agree to communicate to the Assignee or its representatives any facts known to us 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 Assignors 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.

23 MAY 2007

(Date)


(Signature)

23 MAY 2007

(Date)


(Signature)