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03-14-2008

U.S. DEPARTMENT OF COMMERCE
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<p>RE</p> <p>103489465</p> <p>To the Director of the U.S. Patent and Trademark Office</p>		<p>103489465</p> <p>ments or the new address(es) below.</p>	
<p>1. Name of conveying party(ies)</p> <p>Sandra Choi</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>		<p>2. Name and address of receiving party(ies)</p> <p>Name: <u>J. Choo Limited</u></p> <p>Internal Address: _____</p> <p>Street Address: <u>4 Lancer Square</u></p> <p>City: <u>London</u></p> <p>State: _____</p> <p>Country: <u>England</u> Zip: <u>W8 4EH</u></p> <p>Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	
<p>3. Nature of conveyance/Execution Date(s):</p> <p>Execution Date(s) <u>February 14, 2008</u></p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger</p> <p><input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name</p> <p><input type="checkbox"/> Joint Research Agreement</p> <p><input type="checkbox"/> Government Interest Assignment</p> <p><input type="checkbox"/> Executive Order 9424, Confirmatory License</p> <p><input type="checkbox"/> Other _____</p>		<p>4. Application or patent number(s): <input type="checkbox"/> This document is being filed together with a new application.</p> <p>A. Patent Application No.(s) <u>29/294,149</u></p> <p>B. Patent No.(s)</p> <p>Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	
<p>5. Name and address to whom correspondence concerning document should be mailed:</p> <p>Name: <u>Lawrence E. Apolzon, Esq.</u></p> <p>Internal Address: _____</p> <p><u>Fross Zelnick Lehrman & Zissu, P.C.</u></p> <p>Street Address: <u>866 United Nations Plaza</u></p> <p>City: <u>New York</u></p> <p>State: <u>New York</u> Zip: <u>10017</u></p> <p>Phone Number: <u>212-813-5900</u></p> <p>Fax Number: <u>212-813-5901</u></p> <p>Email Address: <u>lapolzon@frosszelnick.com</u></p>		<p>6. Total number of applications and patents involved: <u>1</u></p> <p>7. Total fee (37 CFR 1.21(h) & 3.41) \$ <u>40.00</u></p> <p><input type="checkbox"/> Authorized to be charged by credit card</p> <p><input checked="" type="checkbox"/> Authorized to be charged to deposit account</p> <p><input type="checkbox"/> Enclosed</p> <p><input type="checkbox"/> None required (government interest not affecting title)</p> <p>8. Payment Information</p> <p>a. Credit Card Last 4 Numbers _____ Expiration Date _____</p> <p>b. Deposit Account Number <u>230825</u></p> <p>Authorized User Name <u>Fross Zelnick Lehrman & Z</u></p>	
<p>9. Signature: _____</p> <p>Signature</p> <p>Lawrence E. Apolzon, Esq. Reg. No. 30,992</p> <p>Name of Person Signing</p>		<p>March 7, 2008</p> <p>Date</p> <p>Total number of pages including cover sheet, attachments, and documents: <u>232</u></p>	

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 140, Alexandria, V.A. 22304-0140

PATENT
REEL: 020669 FRAME: 0026

ASSIGNMENT

WHEREAS, I, Sandra Choi ("Assignor"), a citizen of the United Kingdom, have invented a new, original, and ornamental design for

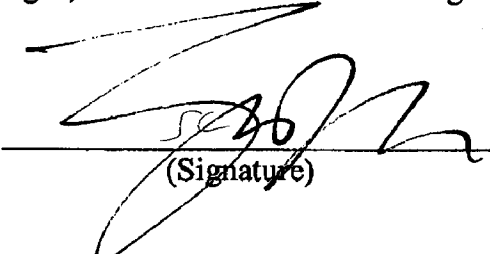
HEEL FOR FOOTWEAR (LENNON-P)

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 4 Lancer Square, London, England, W8 4 EH, 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 February 2008
(Date)


(Signature)