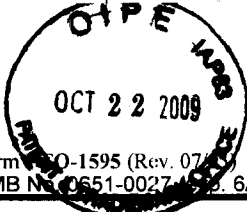


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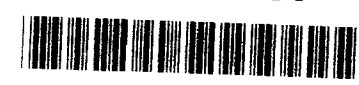


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Form 10-1595 (Rev. 07/01/02)
OMB No. 0651-0027 (Rev. 6/30/2008)



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RECORDATION FORM COVER SHEET PATENTS ONLY

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)
Elisabeth Guers-Neyraud

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: 4 Lancer Square
City: London
State: _____
Country: England Zip: W8 4EH
Additional name(s) & address(es) attached? ☐ Yes ☒ No

3. Nature of conveyance/Execution Date(s):
Execution Date(s) October 12, 2009

☒ Assignment ☐ Merger
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4. Application or patent number(s): ☐ This document is being filed together with a new application.
A. Patent Application No.(s)
29/315,803
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.
Street Address: 866 United Nations Plaza
City: New York
State: New York 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
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9. Signature: _____
Signature _____ Date October 22, 2009
Lawrence E. Apolzon, Esq. Reg. No. 30,992
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ASSIGNMENT

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

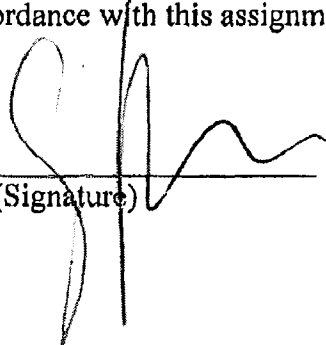
FOOTWEAR (BLAZE)

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, W8 4EH, United Kingdom, 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.

21 October 2009
(Date)


(Signature)