

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Simon Holloway</td> <td>03/27/2012</td> </tr> <tr> <td>Nicolas Baurain</td> <td>03/27/2012</td> </tr> </tbody> </table>		Name	Execution Date	Simon Holloway	03/27/2012	Nicolas Baurain	03/27/2012		
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RECEIVING PARTY DATA									
<table border="1"> <tr> <td>Name:</td> <td>J. Choo Limited</td> </tr> <tr> <td>Street Address:</td> <td>4 Lancer Square</td> </tr> <tr> <td>City:</td> <td>London W8 4EH</td> </tr> <tr> <td>State/Country:</td> <td>UNITED KINGDOM</td> </tr> </table>		Name:	J. Choo Limited	Street Address:	4 Lancer Square	City:	London W8 4EH	State/Country:	UNITED KINGDOM
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CORRESPONDENCE DATA									
Fax Number: (212)813-5901 Phone: 2128135900 Email: PatentAssignments@fzlz.com <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> Correspondent Name: Lawrence E. Apolzon, Esq. Address Line 1: 866 United Nations Plaza Address Line 2: Fross Zelnick Lehrman & Zissu, P.C. Address Line 4: New York, NEW YORK 10017									
ATTORNEY DOCKET NUMBER:	JCHL 1106400								
NAME OF SUBMITTER:	Andrew W Briggie								
Total Attachments: 1 source=Signed Assignment from inventors to JCHL for GWEN (F0997148)#page1.tif									

CH \$40.00 29395159

ASSIGNMENT

WHEREAS, WE, Simon Holloway and Nicolas Baurain ("Assignors"), citizens of the United Kingdom and France, respectively, have invented a new, original, and ornamental design for a

HANDBAG (GWEN)

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 4 Lancer Square, London, England, W8 4RH, 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 Assignors' foreign rights to said invention, and all my 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 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 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.

27/3/12

(Date)

27-03-12

(Date)

S. R. H.

(Signature - Simon Holloway)

N. B.

(Signature - Nicolas Baurain)

(10/02/2012)