

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>09/11/2012</td> </tr> <tr> <td>Sandra Choi</td> <td>09/11/2012</td> </tr> <tr> <td>Nicholas LaRusso</td> <td>09/11/2012</td> </tr> <tr> <td>Elisabeth Guers-Neyraud</td> <td>09/11/2012</td> </tr> </tbody> </table>		Name	Execution Date	Simon Holloway	09/11/2012	Sandra Choi	09/11/2012	Nicholas LaRusso	09/11/2012	Elisabeth Guers-Neyraud	09/11/2012
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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</td> </tr> <tr> <td>State/Country:</td> <td>UNITED KINGDOM</td> </tr> <tr> <td>Postal Code:</td> <td>W8 4EH</td> </tr> </table>		Name:	J. Choo Limited	Street Address:	4 Lancer Square	City:	London	State/Country:	UNITED KINGDOM	Postal Code:	W8 4EH
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CORRESPONDENCE DATA											
<p>Fax Number: 2128135901 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 212-813-5900 Email: PatentAssignments@fzlz.com Correspondent Name: Lawrence E. Apolzon Address Line 1: 866 United Nations Plaza Address Line 4: New York, NEW YORK 10017</p>											
ATTORNEY DOCKET NUMBER:	JCHL 1202986										
NAME OF SUBMITTER:	Rachel Crosswell										
<p>Total Attachments: 1 source=HOLLY Signed Assignment (F1085874)#page1.tif</p>											

CH \$40.00 29426107

PATENT

ASSIGNMENT

WHEREAS, WE, Simon Holloway, Sandra Choi, Nicholas LaRusso and Elisabeth Guers-Neyraud ("Assignors"), citizens of the United Kingdom, the United Kingdom, the United States and France, respectively, have invented a new, original, and ornamental design for a

FOOTWEAR (HOLLY - Photos)

as described or intended to be described and set forth in United States Design Patent Application Serial No. 29/426,107, 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, 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, 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.

11th September 2012
(Date)

11th September 2012
(Date)

11th September 2012
(Date)

11th September 2012
(Date)

S-R11
(Signature - Simon Holloway)

[Signature]
(Signature - Sandra Choi)

[Signature]
(Signature - Nicholas LaRusso)

[Signature]
(Signature - Elisabeth Guers-Neyraud)

[F1041114.1]