

PATENT ASSIGNMENT

Electronic Version v1.1
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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>Elisabeth Guers-Neyraud</td> <td>09/10/2012</td> </tr> </tbody> </table>		Name	Execution Date	Elisabeth Guers-Neyraud	09/10/2012
Name	Execution Date				
Elisabeth Guers-Neyraud	09/10/2012				
RECEIVING PARTY DATA					
Name:	J. Choo Limited				
Street Address:	4 Lancer Square				
City:	London				
State/Country:	UNITED KINGDOM				
Postal Code:	W8 4EH				
PROPERTY NUMBERS Total: 1					
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>29426043</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29426043
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Application Number:	29426043				
CORRESPONDENCE DATA					
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Total Attachments: 1 source=IMOGEN Signed Assignment (F1086422)#page1.tif					

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ASSIGNMENT

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

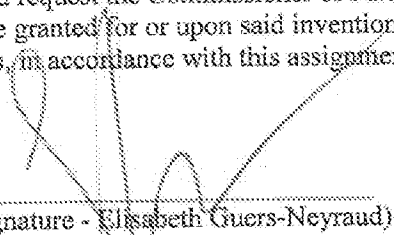
FOOTWEAR (IMOGEN)

as described or intended to be described and set forth in United States Design Patent Application Serial No. 29/426,043, executed 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 4EII, 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.

10th September 2012
(Date)


(Signature - Elisabeth Guers-Neyraud)