

PATENT ASSIGNMENT COVER SHEET

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| THIERRY DE BASCHMAKOFF | 01/24/2020 |
| RECEIVING PARTY DATA | |
| Name: | J. CHOO LIMITED |
| Street Address: | 10 HOWICK PLACE |
| City: | LONDON |
| State/Country: | UNITED KINGDOM |
| Postal Code: | SW1P 1GW |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 29716357 |
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| DATE SIGNED: | 03/05/2020 |
| Total Attachments: 1 | |
| source=Signed Assignment for FRAGRANCE PACKAGING (URBAN HERO) (F3422296x96B9E)#page1.tif | |

ASSIGNMENT

WHEREAS, I, Thierry De Baschmakoff ("Assignor"), a citizen of France, have invented a new, original, and ornamental design for a

FRAGRANCE PACKAGING (URBAN HERO)

as described or intended to be described and set forth in United States Design Patent Application Serial No. 29/716,357, filed on December 9, 2019, 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 10 Howick Place, London, SW1P 1GW, 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 Assignor's foreign rights to said invention, and all Assignor's rights under the International Convention in respect to said invention and application. And Assignor hereby agrees to communicate to the Assignee or its representatives any facts known to Assignor 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 Assignor does 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.

Assignor hereby authorizes and requests the appointed attorneys to insert above the serial number and filing date of said application when known.

01.24.2020

(Date)



(Name - Thierry De Baschmakoff)