

CORRECTED

04-08-1999

T01 2607

Tab settings → → → ▼ ▼



To the Honorable Commissioner of Patents

attached original documents or copy thereof.

1. Name of conveying party(ies):

101005568

Name of receiving party(ies):

Roll International Corporation

Name: Teleflora LLC

6

Internal Address: _____

Street Address: 11444 W. Olympic Boulevard

City: Los Angeles State: CA ZIP: 90064

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- Other _____

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State _____
- Other Delaware Limited Liability Company

Additional names(s) of conveying party(ies) attached? Yes No

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from Assignment)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other to correct assignee's entity type - see attached

previously recorded documents-Reel No. Execution Date: 1550, Frame Nos. 0227-0230

4. Application number(s) or registration numbers(s):

A. Trademark Application No. (s)

B. Trademark Registration No. (s)

See attached

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Anne Wang, Esq.

Internal Address: PRETTY, SCHROEDER &

POPLAWSKI

Street Address: 444 South Flower Street - 19th Floor

City: Los Angeles State: CA ZIP: 90071

6. Total number of applications and registrations involved:.....

14

7. Total fee (37 CFR 3.41):.....\$ 375.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

04/06/1999 JSHW02Z 00000246 1108202
01 FC:481
02 FC:482
03 FC:483

DO NOT USE THIS SPACE

40.00 OP
325.00 OP
10.00 OP

Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Anne Wang

Name of Person Signing

Anne Wang

Signature

3/15/99

Date

Total number of pages including cover sheet, attachments, and document:

5

EXHIBIT A

US/TM

| <u>Mark</u> | <u>Class(es)</u> | <u>Serial No.</u> | <u>Filed</u> | <u>Reg. No.</u> | <u>Reg. Date</u> |
|--------------------------|------------------|-------------------|--------------|-----------------|------------------|
| DOVE AND WORLD Design | 35 | 163,757 | 03/27/78 | 1,108,202 | 12/05/78 |
| TELEFLORA | 35 | 175,336 | 08/19/63 | 776,336 | 09/01/64 |
| TELEFLORIST | 35 | 244,631 | 04/29/66 | 875,799 | 08/26/69 |
| DOVE AND ROSE Design | 35 | 478,679 | 05/04/84 | 1,319,801 | 02/12/85 |
| TELEFLORA | 21 | 507,399 | 11/05/84 | 1,340,801 | 06/11/85 |
| FLOWERS & (Stylized) | 16 | 489,269 | 07/10/84 | 1,355,288 | 08/20/85 |
| THE FLOWER SOURCE | 35 | 230,294 | 12/16/91 | 1,733,491 | 11/17/92 |
| DOVE & ROSE Design | 21 | 593,315 | 04/14/86 | 1,425,787 | 01/20/87 |
| DOVESYSTEM | 16 | 684,090 | 09/14/87 | 1,498,392 | 08/02/88 |
| TELEFLORA CREDITLINE | 36 | 835,827 | 11/03/89 | 1,604,038 | 06/26/90 |
| SENSATIONAL SWEETS | 30 | 008,347 | 12/06/89 | 1,687,269 | 05/12/92 |
| EXCLUSIVELY FOR YOU | 15 | 069,106 | 06/14/90 | 1,699,549 | 07/07/92 |
| THE FLOWER SOURCE | 35 | 115,484 | 11/15/90 | 1,778,043 | 06/22/93 |
| TELEFLORA CREDITLINE | 36 | 225,143 | 11/25/91 | 1,718,733 | 09/22/92 |

TRADEMARK
REEL: 1550 FRAME: 0228

TRADEMARK
REEL: 1880 FRAME: 0002

40/481/D

FORM PTO-1584 (Modified)
(Rev. 6-93)
OMB No. 0551-0011 (exp. 4-94)
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TMOS/REV01

RECORDATION FORM
TRADEMARK

02-07-1997

DEPARTMENT OF COMMERCE
Patent and Trademark Office



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To the Honorable Commissioner of Patents and Trademarks: Ple.

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its or copy thereof.

1. Name of conveying party(ies):
Roll International Corporation

TRADEMARK OFFICE
JAN 17 1997
43
MED
1-17-97

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State Delaware
 Other

Additional names(s) of conveying party(ies) Yes No

2. Name and address of receiving party(ies):

Name: Teisflora LLC
Internal Address: 10th Floor
Street Address: 11444 W. Olympic Boulevard
City: Los Angeles State: CA ZIP: 90064

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State Delaware
 Other

If assignee is not domiciled in the United States, a domestic designation is Yes No
(Designations must be a separate document from
Additional name(s) & address(es) Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: December 19, 1996

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)
See attached

Additional numbers Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Anne Wang, Esq.
Internal Address: Pretty, Schroeder & Poplawski
Suite 2000
Street Address: 444 South Flower Street
City: Los Angeles State: CA ZIP: 90071

6. Total number of applications and registrations involved: 14

7. Total fee (37 CFR 3.41): \$ 540.00

Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
16-2460
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Anne Wang, Registration No. 36,045 [Signature] January 14, 1997
Name of Person Signing Signature TRADEMARK Date

Total number of pages including cover sheet attached: 1

US/R

ASSIGNMENT

This Assignment effective January 1, 1997, by Roll International Corporation, a Delaware corporation, Assignor, having a place of business at 11444 W. Olympic Boulevard, 10th Floor, Los Angeles, California 90064, United States of America, to Teleflora LLC, a Delaware limited liability company, Assignee, having a place of business at 11444 W. Olympic Boulevard, 10th Floor, Los Angeles, California 90064, United States of America.

WHEREAS, Assignor has adopted, used and is using marks which are registered in the United States Patent and Trademark Office, identified on Exhibit A;

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to said marks and the registrations thereof;

NOW, THEREFORE, in consideration of the foregoing recitals and of other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee, the entire right, title and interest in and to the said marks, together with the good will of the business symbolized by the marks, and the identified registrations thereof.

Roll International Corporation

By: Robert Kors

Name: Robert Kors
Title: Senior Vice President

Dated: Dec. 19, 1996

TRADEMARK
REEL: 1550 FRAME: 0229

TRADEMARK
REEL: 1880 FRAME: 0004

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of Los Angeles

On December 19, 1996 before me, Cynthia K. Grager, Notary Public
Date Name and Title of Officer (e.g., Jane Doe, Notary Public)

personally appeared Robert Kors
Name(s) of Signer(s)

personally known to me - OR - proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/~~she~~they executed the same in his/~~her~~their authorized capacity(ies), and that by his/~~her~~their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.

Cynthia K. Grager
Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Assignment (U.S. marks and registrations)

Document Date: effective 1/1/97 Number of Pages: 1+exhibit pg

Signer(s) Other Than Named Above: None

Capacity(ies) Claimed by Signer(s)

Signer's Name: Robert Kors

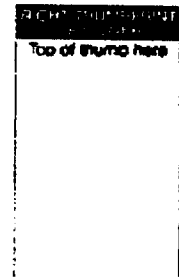
- Individual
- Corporate Officer
Title(s): _____
- Partner -- Limited General
- Attorney-in-Fact
- Trustee
- Guardian or Conservator
- Other: _____



Signer Is Representing:
Roll International
Corporation

Signer's Name: _____

- Individual
- Corporate Officer
Title(s): _____
- Partner -- Limited General
- Attorney-in-Fact
- Trustee
- Guardian or Conservator
- Other: _____



Signer Is Representing:

