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Docket No.:

18491.023

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To the Honorable Commissioner of F

the attached original documents or copy thereof

1. Name of conveying party(ies):

ECOM Corporation

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

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: June 18, 1999

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

Name: e-Flowers.com, LP

Internal Address: Suite 920

Street Address: 5425 Beaumont Center Blvd

City: Tampa

State: FL ZIP: \_\_\_\_\_

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

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

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

A. Trademark Application No.(s)

75/420226

B. Trademark Registration No.(s)

Additional numbers attached?  Yes  No

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

Name: Francis M. Pinckney

Internal Address: Kennedy Covington Lobdell &

Hickman, LLP

4200 Bank of America Corporate Center

Street Address: 100 N. Tryon Street

City: Charlotte State: NC ZIP: 28202

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

1

7. Total fee (37 CFR 3.41):.....\$ \$40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

18-1215

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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.

Nancy Talavera Wood

Name of Person Signing

Nancy Talavera Wood

Signature

July 9, 1999

Date

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

2

ATTACHMENT A

ASSIGNMENT

WHEREAS, ECOM Corporation is a corporation organized under the laws of the State of California, and is the owner of the following trademark application now pending in the United States Patent and Trademark Office:

<i>Trademark</i>	<i>Application Serial No.</i>	<i>Filing Date</i>
EFLOWERS	75/420226	January 20, 1998

WHEREAS, e-Flowers.com, LP, a Florida Limited partnership whose address is 5425 Beaumont Center Boulevard, Suite 920, Tampa, Florida, is desirous of acquiring said application and said trademark.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, ECOM Corporation hereby assigns to e-Flowers.com all right, title, and interest in the United States in and to said application, said trademark together with the goodwill of the business symbolized by said trademarks, and the ongoing and existing business to which said trademark pertains.

Signed at Sonoma County, CA, this 18 day of June, 1999

ECOM Corporation

By: [Signature]  
John Laxton, President

STATE OF CALIFORNIA

COUNTY OF SONOMA

On this 18 day of June, 1999, before me, a Notary Public, came John Laxton, to me known and known by me to be the individual described

in and who executed the foregoing Assignment, and duly acknowledged the same to be his free act and deed.

[Signature] (SEAL)  
Notary Public

My Commission Expires: 2/2/02

