

12-01-1999



101211947

Docket No.:

T01 19531

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11-19-99

No Check

To the Honorable Commissioner of Patents ar.

attached original documents or copy thereof.

1. Name of conveying party(ies):

Roll International Corporation

- Individual(s)
- General Partnership
- Corporation-State **Delaware**
- Other

- Association
- Limited Partnership

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

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

Name: Teleflora LLC

Internal Address:

Street Address: 11444 W. Olympic Blvd., 4th Floor

City: Los Angeles State: CA ZIP: 90064

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other **Delaware limited liability company**

If assignee is not domiciled in the United States, a domestic designation is  Yes  N  
(Designations must be a separate document from Additional name(s) & address(es)  Yes  N

3. Nature of conveyance:

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

Execution Date: November 12, 1999

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

875,799

Additional numbers

Yes  No

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

Name: PRETTY, SCHROEDER & POPLAWSKI

Internal Address: Anne Wang, Esq.

Street Address: 444 S. Flower Street, 19th Floor

City: Los Angeles State: CA ZIP: 90071

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:

16-2460

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

Name of Person Signing

Signature

11/16/1999

Date

Total number of pages including cover sheet, attachments, and

ASSIGNMENT

This Assignment effective November 12, 1999, by Roll International Corporation, a Delaware corporation, Assignor, having a place of business at 11444 W. Olympic Boulevard, 10<sup>th</sup> 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, 4<sup>th</sup> Floor, Los Angeles, California 90064, United States of America .

WHEREAS, Assignor has adopted, used and is using the following mark which is registered in the United States Patent and Trademark Office, as identified below:

<u>Mark</u>	<u>Class</u>	<u>Serial No.</u>	<u>Filing Date</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
TELEFLORIST	42	244,631	4/29/66	875,799	8/26/69

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to said mark and the registration 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 mark, together with the good will of the business symbolized by the mark, and the identified registration thereof.

Roll International Corporation

By: Gregg Coccaro  
Gregg Coccaro  
President

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**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

State of California

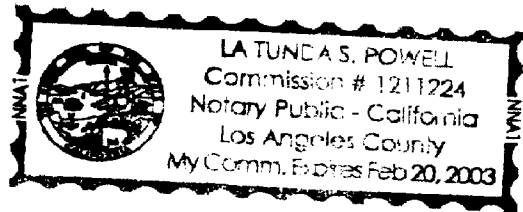
County of Los Angeles } ss.

On November 12, 1999, before me, LaTunda S. Powell, Notary Public,  
Date Name and Title of Officer (e.g., "Jane Doe, Notary Public")

personally appeared Gregg Coccaro  
Name(s) of Signer(s)

- personally known to me
- 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.

LaTunda S. Powell  
Signature of Notary Public

Place Notary Seal Above

**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**

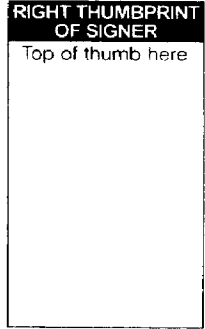
Title or Type of Document: Assignment

Document Date: November 12, 1999 Number of Pages: 1

Signer(s) Other Than Named Above: \_\_\_\_\_

**Capacity(ies) Claimed by Signer**

- Signer's Name: Gregg Coccaro
- Individual
  - Corporate Officer — Title(s): President
  - Partner —  Limited  General
  - Attorney in Fact
  - Trustee
  - Guardian or Conservator
  - Other: \_\_\_\_\_



Signer Is Representing: Teleflora