

11-28-2000



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OVER SHEET
ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

10-19-00

D/B

Tab settings 000

To the Honorable Commis:

and the attached original documents or copy thereof.

1. Name of conveying party(ies),

1-800-FLOWERS.COM, INC.

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

- Association
- Limited Partnership

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

3. Nature of conveyance:

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

Execution Date: October 16, 2000

2. Name and address of receiving party(ies)

Name: Fresh Intellectual Properties, Inc.

Internal Address: Suite 202

Street Address: 103 Foulk Road

City: Wilmington State: DE ZIP: 19803

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- 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 patent number(s):

A. Trademark Application No (s)

B. Trademark Registration No.(s)

2,327,810

Additional numbers attached? Yes No

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

Name: Thomas M. Galgano, Esq.

Internal Address: Galgano & Burke
Suite 135

Street Address: 300 Rabro Drive

City: Hauppauge State NY ZIP: 11788

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:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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01 FC:481 Statement and signature 40.00 DP

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.

Thomas M. Galgano
Name of Person Signing

Signature

October 19, 00

Date

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

3

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002181 FRAME: 0898

ASSIGNMENT


WHEREAS, 1-800-FLOWERS.COM, INC., a Delaware corporation with offices at 1600 Stewart Avenue, Westbury, New York 11590, is the owner of the mark 10-STEP FRESHNESS CARE SYSTEM, U.S. Trademark Registration No. 2,327,810, registered on March 14, 2000, in the U.S. Patent and Trademark Office (PTO);

WHEREAS, FRESH INTELLECTUAL PROPERTIES, INC., a Delaware corporation, having offices at 103 Foulk Road, Suite 202, Wilmington, Delaware 19803, is desirous of acquiring said mark and registration;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and/or other good and valuable consideration, receipt of which is hereby acknowledged, 1-800-FLOWERS.COM, INC., hereby assigns to FRESH INTELLECTUAL PROPERTIES, INC., all right, title and interest in and to said mark, together with the goodwill of the business connected with the use of and symbolized by said mark, as fully and entirely as the same would have been held and enjoyed by 1-800-FLOWERS.COM, INC., if this assignment had not been made; together with all claims for damages by reason of past infringement of said mark, with the right to sue for and collect the same for its own use and enjoyment, and for use and enjoyment of its successors, assigns, or other legal representatives.

Executed at Westbury, New York, this 16th day of October, 2000.

1-800-FLOWERS.COM, INC.

By: 
Name: Christopher G. McCann
Title: President