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12-31-2001



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TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

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- New
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Reel # _____ Frame # _____
- Corrective Document
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Conveyance Type

- Assignment
 - Security Agreement
 - Merger
 - Change of Name
 - Other _____
 - License
 - Nunc Pro Tunc Agreement
- Effective Date
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached

Name GS Call Center Co.
Formerly _____

Execution Date
Month Day Year

07102001

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other _____
- Citizenship/State of Incorporation/Organization Florida

Receiving Party

Mark if additional names of receiving parties attached

Name Teleflora LLC
DBA/AKA/TA _____
Composed of _____
Address (line 1) 11444 West Olympic Boulevard
Address (line 2) 10th Floor
Address (line 3) Los Angeles California 90064
City State/Country Zip Code

- Individual
 - Corporation
 - Other Limited Liability Company
 - General Partnership
 - Limited Partnership
 - Association
- Citizenship/State of Incorporation/Organization Delaware

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

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12/31/2001 LMUELLER 00000064 2128187

01 FC:481 40.00 OP
02 FC:482 100.00 OP

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Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="2128187"/>	<input type="text" value="2152863"/>	<input type="text" value="2025575"/>
<input type="text" value="2006005"/>	<input type="text" value="1899179"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees: Yes No

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. Charges to deposit account are authorized, as indicated herein.

David W. Grace
Name of Person Signing


Signature

December 15, 2001

Date Signed

TRADEMARK ASSIGNMENT

For and in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, GS Call Center Co., a Florida corporation, having a place of business at 1800 Eller Drive, Suite 300, Fort Lauderdale, Florida 33316 ("Assignor"), hereby sells, assigns, and transfers to Teleflora LLC, a Delaware limited liability company, having a place of business at 11444 W. Olympic Boulevard, 10th Floor, Los Angeles, California 90064 ("Assignee"), absolutely and forever, the entire right, title, and interest, whether statutory or at common law, in and to the marks shown on Attachment A (the "Marks"), together with the goodwill of the business symbolized by the Marks, and all corresponding registrations and applications, including the registrations and applications shown on Attachment A, as well as all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest full title in and to the Marks and other corresponding rights in the Assignee.

IN WITNESS WHEREOF, this Assignment is effective as of the 10th day of July 2001.

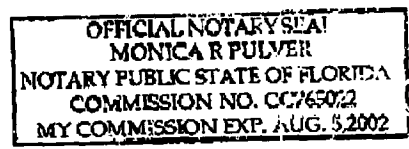
GS Call Center Co.
By: John G. Hall
Name: John G. Hall
 President
Title: _____

State of FLORIDA
County of BROWARD

On November 29, 2001 before me, John G. Hall, personally appeared _____ 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.

Signature Monica R. Pulver (Seal)



Attachment A to Trademark Assignment

USA

Talking Bouquet	Regist. No. 2,128,187
Gift Miles	Regist. No. 2,152,863
Florafax	Regist. No. 2,025,575
Floranet	Regist. No. 2,006,005
Floranet 5000	Regist. No. 1,899,179

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