

04-29-2003

Form PTO-1594 (Rev. 10/02)

OMB No. 0651-0027 (exp. 6/30/2005)

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RECEIVED



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S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Flowers Direct, LLP

4-24-03

- Individual(s)
- General Partnership
- Corporation-State
- Other Texas limited liability partnership
- 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: 07/18/2002

2. Name and address of receiving party(ies)

Name: FTD.COM, Inc.

Internal

Address:

Street Address: 3113 Woodcreek Drive

City: Downers Grove State: IL Zip: 60515

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 1,779,145
2,110,934
1,740,111

Additional number(s) attached Yes No

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

Name: Scott J. Major

Internal Address:

Street Address: Millen, White, Zelano & Branigan, 2200 Clarendon Blvd., Ste. 1400

City: Arlington State: VA Zip: 22201

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41).....\$ 90

- 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

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.

Maureen L. Dall

Name of Person Signing

Signature

4/24/03

Date

Total number of pages including cover sheet, attachments, and document: 4

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

04/28/2003 ECOOPER 0000090 1779145

01 FC:0521
02 FC:0522

40.00 OP
50.00 OP

COVER SHEET CONTINUED

Item 1 – Name of Conveying Parties

E-Service Holdings, LLC, a Texas limited liability company

Express Worldwide Florist, Inc., a Texas corporation

ASSIGNMENT

Effective July 18, 2002, and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Flowers Direct, LLP, a Texas limited liability partnership, and its general partners E-Service Holdings, LLC, a Texas limited liability company and Express Worldwide Florist, Inc., a Texas corporation (collectively "the Assignors"), do hereby assign unto FTD.COM, Inc., a Delaware corporation, all right, title and interest in the following service marks, together with the goodwill of the businesses symbolized by the marks and U.S. registrations therefor:

<i>Trademark</i>	<i>Registration No.</i>	<i>Date of Registration</i>
FLOWERS DIRECT	1,779,145	June 29, 1993
BASKETS DIRECT	2,110,934	November 4, 1997
FLOWERS DIRECT & Design	1,740,111	December 15, 1992

This assignment is more fully set forth in the Asset Purchase Agreement between the parties dated July 18, 2002.

FLOWERS DIRECT, L.L.P., a Texas limited liability partnership

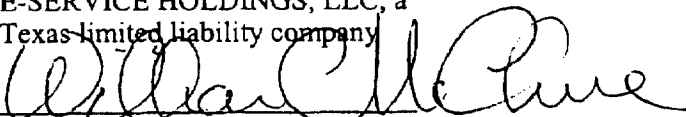
By: E-SERVICE HOLDINGS, LLC, a Texas limited liability company, its general partner


William C. McClure, President and Manager

By: EXPRESS WORLDWIDE FLORIST, INC., a Texas corporation, its general partner

Daniel O'Neal, President

E-SERVICE HOLDINGS, LLC, a Texas limited liability company


William C. McClure, President and Manager

EXPRESS WORLDWIDE FLORIST, INC., a Texas corporation

Daniel O'Neal, President

ASSIGNMENT

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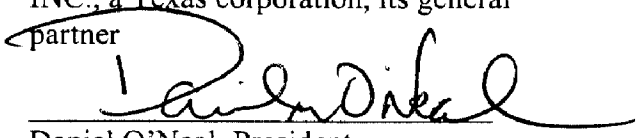
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limited liability partnership

By: E-SERVICE HOLDINGS, LLC, a
Texas limited liability company, its general
partner

William C. McClure, President and Manager

By: EXPRESS WORLDWIDE FLORIST,
INC., a Texas corporation, its general
partner

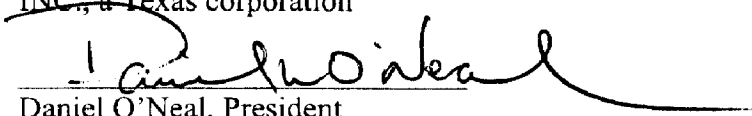


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