

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Flowers USA, Inc.		01/14/2005	CORPORATION: CONNECTICUT
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	FTD.COM, Inc.		
<b>Street Address:</b>	3113 Woodcreek Drive		
<b>City:</b>	Downers Grove		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60515		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2619889	FLOWERS U S A	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(703)243-6410		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	7032436333		
<b>Email:</b>	major@mwzb.com		
<b>Correspondent Name:</b>	Scott J. Major		
<b>Address Line 1:</b>	2200 Clarendon Blvd., 14th Floor		
<b>Address Line 4:</b>	Arlington, VIRGINIA 22201		
<b>NAME OF SUBMITTER:</b>	Scott J. Major		
<b>Signature:</b>	/sjm/		
<b>Date:</b>	01/17/2005		
<b>Total Attachments: 1</b> source=Assignment#page1.tif			

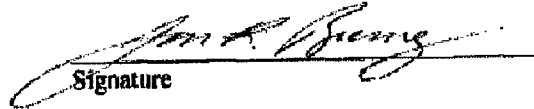
CH \$40.00 2619889

**ASSIGNMENT**

Effective January 14, 2005, and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Flowers USA, Inc. ("Assignor"), a Connecticut corporation, assigns unto FTD.COM, Inc., a Delaware corporation, all of its right, title and interest in and to the FLOWERS USA mark and related logos, together with the goodwill of the business symbolized by the marks and the following U.S. registration:

<i>Trademark</i>	<i>Registration No.</i>	<i>Date of Registration</i>
FLOWERS USA & Design	2619889	September 17, 2002

FLOWERS USA, INC.

  
Signature

JOHN R. BONNEY, SECRETARY  
Printed Name and Title