

**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>
Flowerenet, Inc.		10/21/2005	CORPORATION: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Dole Fresh Flowers, Inc.		
<b>Street Address:</b>	One Dole Drive		
<b>Internal Address:</b>	Corporate Legal Dept.		
<b>City:</b>	Westlake Village		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91362		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1543041	FLOWERNET	
Registration Number:	1622772	A FRESH IDEA IN FRESH CUT FLOWERS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(818)879-6615		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	818-879-6600		
<b>Email:</b>	marcy_reed@na.dole.com		
<b>Correspondent Name:</b>	Dole Food Company, Inc.		
<b>Address Line 1:</b>	One Dole Drive		
<b>Address Line 2:</b>	Attn: Timothy J. Oswald		
<b>Address Line 4:</b>	Westlake Village, CALIFORNIA 91362		
<b>ATTORNEY DOCKET NUMBER:</b>	0381067		
<b>NAME OF SUBMITTER:</b>	Timothy J. Oswald		

CH \$65.00 1543041

Signature:	/timothy j oswald/
Date:	10/21/2005
Total Attachments: 3 source=Flower Net to DFLOW#page1.tif source=Flower Net to DFLOW#page2.tif source=Flower Net to DFLOW#page3.tif	

TRADEMARK ASSIGNMENT


For good and valuable consideration, the receipt of which is hereby acknowledged, Flowernet, Inc., a Florida corporation, with domicile at One Dole Drive, Westlake Village, California, owner of the trademarks listed in the attached schedule, hereby transfers and assigns all right, title, interest and goodwill in and to such trademarks to Dole Fresh Flowers, Inc., Delaware corporation ("Dole"), domiciled at One Dole Drive, Westlake Village, California. Dole hereby accepts the assignment under the terms set forth herein.

Given and signed at Westlake Village, California, U.S.A.

this 21<sup>st</sup> day of October, 2005.

Assignor: Flowernet, Inc.

By:


  
\_\_\_\_\_  
Jeffrey B. Conner  
Vice President and Secretary

Given and signed at Westlake Village, California, U.S.A.

this 21<sup>st</sup> day of September, 2005.

Assignee: Dole Fresh Flowers, Inc.

By:

  
\_\_\_\_\_  
Jeffrey B. Conner  
Vice President and Secretary

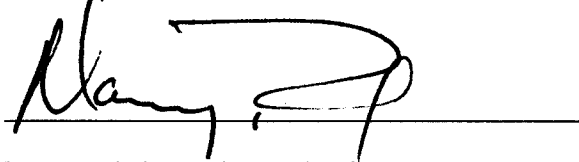
TRADEMARK ASSIGNMENT ANNEX

<b>Country</b>	<b>Trademark</b>	<b>Registration No.</b>	<b>Registration Date</b>
Benelux	FLOWERNET	533509	May 10, 1993
European Community	FLOWERNET	690354	November 27, 1997
United States	FLOWERNET	1543041	June 6, 1989
United States	A FRESH IDEA IN FRESH CUT FLOWERS	1622772	November 13, 1990

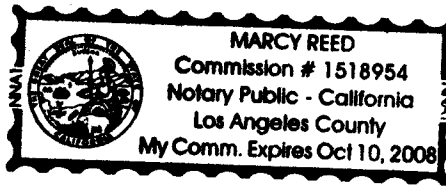
State of California )  
 ) ss.  
County of Los Angeles )

On October 21, 2005, before me, Marcy Reed, Notary Public, personally appeared Jeffrey B. Conner, personally known to me to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity as Vice President and Secretary of Flowernet, Inc., and that by his signature on the instrument the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



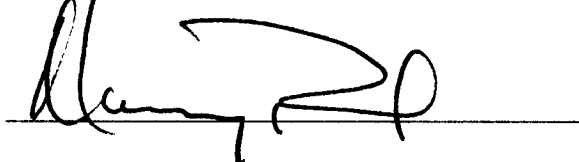
My commission expires on October 10, 2008



State of California )  
 ) ss.  
County of Los Angeles )

On October 21, 2005, before me, Marcy Reed, Notary Public, personally appeared Jeffrey B. Conner, personally known to me to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity as Vice President and Secretary of Flowernet, Inc., and that by his signature on the instrument the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



My commission expires on October 10, 2008

