

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Beneva Flowers and Gifts, Inc.		09/01/2006	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Ludlow Productions, Inc.		
Doing Business As:	DBA Nationwide Flowers		
Street Address:	6941 Cornell Road		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45242		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2774735	COAST TO COAST FLOWERS	
CORRESPONDENCE DATA			
Fax Number:	(248)647-5210		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	248-647-6000		
Email:	docket@patlaw.com		
Correspondent Name:	Ernest I. Gifford		
Address Line 1:	PO Box 7021		
Address Line 4:	Troy, MICHIGAN 48007		
ATTORNEY DOCKET NUMBER:	ADF-10119/01		
NAME OF SUBMITTER:	Ernest I. Gifford		
Signature:	/ErnestIGifford/		
Date:	09/27/2006		

OP \$40.00 2774735

Total Attachments: 1
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WHEREAS, Beneva Flowers and Gifts, Inc., a Florida corporation, having an address at 6980 Beneva Road, Sarasota Florida 34238, warrants that it is the owner of the trademark COAST TO COAST FLOWERS as well as the registration in the US. Trademark Office for the mark, Trademark Registration 2,774,735 registered October 21, 2003;

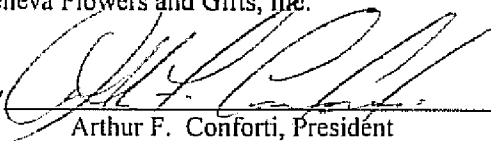
WHEREAS, Ludlow Productions, Inc. d/b/a Nationwide Flowers, an Ohio corporation, having an address at 6941 Cornell Road, Cincinnati, Ohio 45242, desires to acquire the above-identified trademark as well as the registration therefore;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Beneva Flowers and Gifts, Inc., hereby sells, assigns, transfers and conveys to Ludlow Productions, Inc. d/b/a Nationwide Flowers, all right, title and interest in, and to, the trademark, together with the goodwill of the business symbolized by and associated with the trademark, and the registration therefore, and the right to bring suit for any past, present or future infringements of the trademark.

Beneva Flowers and Gifts, Inc. agrees to execute any documents necessary to effectuate this assignment and to record the assignment of Trademark Registration No. 2,774,735 in the U.S. Patent and Trademark Office.

Beneva Flowers and Gifts, Inc.

By


Arthur F. Conforti, President