

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
McNamara, LLC		06/18/2007	LIMITED LIABILITY COMPANY: INDIANA
RECEIVING PARTY DATA			
Name:	Farris Floral, Inc.		
Street Address:	8707 North By Northeast Blvd.		
Internal Address:	Suite 200/Attn: President		
City:	Fishers		
State/Country:	INDIANA		
Postal Code:	46038		
Entity Type:	CORPORATION: INDIANA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1697116	ENFLORA	
Registration Number:	2655836	MCNAMARA	
Registration Number:	2542770	MCNAMARA	
CORRESPONDENCE DATA			
Fax Number:	(202)739-3001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-739-5652		
Email:	chowell@morganlewis.com		
Correspondent Name:	Catherine R. Howell, Paralegal		
Address Line 1:	1111 Pennsylvania Ave., N.W.		
Address Line 2:	Morgan, Lewis & Bockius LLP		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	052735-0082		

CH \$90.00 1697116

NAME OF SUBMITTER:	Catherine R. Howell, Paralegal
Signature:	/Catherine R. Howell/
Date:	07/17/2007
Total Attachments: 4 source=mcnamararevised#page1.tif source=mcnamararevised#page2.tif source=mcnamararevised#page3.tif source=mcnamararevised#page4.tif	

INTELLECTUAL PROPERTY ASSIGNMENT

This Intellectual Property Assignment ("Assignment") is entered into this 18th day of June, 2007 by and between McNamara, LLC, an Indiana limited liability company, ("Assignor"), and Farris Floral, Inc., an Indiana corporation ("Assignee").

WHEREAS, the parties wish to enter into this Assignment to transfer all of Assignor's right, title and interest in and to the domain names and common law and registered trademarks which are listed on Exhibit A attached hereto (the "Intellectual Property") from Assignor to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably conveys, sells, assigns and transfers to Assignee, its successors and assigns, free and clear of all pledges, security interests, liens, charges, encumbrances, equities, claims, options or limitation of every kind, all of Assignor's worldwide right, title and interest, legal and equitable, in and to the Intellectual Property, together with all of the goodwill of the business which is associated therewith and which is symbolized thereby; and any and all registrations, renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and in any other jurisdiction, the same to be held and enjoyed by Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made. The assignment of the Intellectual Property granted herein includes all rights of action accrued, accruing and to accrue under and by virtue of the Intellectual Property, including all right to sue or otherwise recover for past, present and future infringement and to receive all damages, payments, costs and fees associated therewith. Assignor shall, at its own cost and expense, execute and deliver any and all instruments and documents and take such further actions as may be necessary or reasonably requested by Assignee to confirm Assignee's ownership of all rights pursuant to this Assignment or to document and record with the appropriate authorities the aforesaid assignment and transfer, provided that Assignee shall be solely responsible for filing and recording such documents.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

IN WITNESS WHEREOF, the parties, by their duly authorized officers, do hereby execute this Assignment as of the date first written above.

MCNAMARA, LLC

By: *Laura S. Gretencord*

Name: Laura S. Gretencord

Title: Assistant Secretary

FARRIS FLORAL, INC.

By: _____

Name:

Title:

[Signature Page to Intellectual Property Assignment]

IN WITNESS WHEREOF, the parties, by their duly authorized officers, do hereby execute this Assignment as of the date first written above.

MCNAMARA, LLC

By: _____

Name: Laura S. Gretencord

Title: Assistant Secretary

FARRIS FLORAL, INC.

By: _____

Name: _____

Title: _____

[Signature Page to Intellectual Property Assignment]

Exhibit A

Mark	Reg. No.
Enflora	1,697,116
McNamara	2,655,836
McNamara	2,542,7

TRADEMARK