

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
AFM TV LLC		04/14/2010	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Teleflora LLC
Street Address:	11444 W. Olympic Blvd., 10th Floor
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90064
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	77357086	AMERICA'S FAVORITE
Serial Number:	77357117	AMERICA'S FAVORITE
Serial Number:	77357175	AMERICA'S FAVORITE MOM
Serial Number:	77357182	AMERICA'S FAVORITE MOM
Serial Number:	77357130	AMERICA'S FAVORITE DAD
Serial Number:	77357135	AMERICA'S FAVORITE DAD
Serial Number:	77357194	AMERICA'S FAVORITE GRANDMOTHER
Serial Number:	77357200	AMERICA'S FAVORITE GRANDMOTHER

CORRESPONDENCE DATA

Fax Number: (310)966-5758
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 310-966-5726
 Email: lpowell@roll.com
 Correspondent Name: LaTunda Powell, Trademark Administrator

CH \$215.00 77357086

Address Line 1: 11444 W. Olympic Blvd., 10th Floor
Address Line 4: Los Angeles, CALIFORNIA 90064

ATTORNEY DOCKET NUMBER:	AFM TM APPL
NAME OF SUBMITTER:	LaTunda Powell, Trademark Administrator
Signature:	/latunda powell/
Date:	04/14/2010

Total Attachments: 3
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TRADEMARK ASSIGNMENT

WHEREAS, AFM TV LLC, a Delaware corporation located at 11444 W. Olympic Blvd., 4th Floor, Los Angeles, California 90064 (the "Assignor") is the owner of to the trademarks listed on Exhibit A attached hereto and incorporated herein by this reference (collectively, the "Marks"), which Marks are in the name of Assignor; and

WHEREAS, Teleflora LLC, a Delaware limited liability company located at 11444 W. Olympic Blvd., 4th Floor, Los Angeles, California 90064 (the "Assignee") seeks to acquire the Marks;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign unto the Assignee, all right, title and interest in and to the Marks, and the right to sue for any past infringement of the Marks by third parties.

Date: Apr 11 14, 2010

Assignor:

AFM TV LLC

By: 

Name: Craig B. Cooper

Title: Sr. Vice President

**Exhibit A
Trademarks**

Trademark	Class(es)	Application Number	Filing Date
AMERICA'S FAVORITE	31 Int'l; 39 Int'l	77357086	12-Dec-2007
AMERICA'S FAVORITE	41 Int'l	77357117	12-Dec-2007
AMERICA'S FAVORITE MOM & DESIGN	31 Int'l; 39 Int'l	77357175	12-Dec-2007
AMERICA'S FAVORITE MOM & DESIGN	41 Int'l	77357182	12-Dec-2007
AMERICA'S FAVORITE DAD	31 Int'l; 39 Int'l	77357130	12-Dec-2007
AMERICA'S FAVORITE DAD	41 Int'l	77357135	12-Dec-2007
AMERICA'S FAVORITE GRANDMOTHER	31 Int'l; 39 Int'l	77357194	12-Dec-2007
AMERICA'S FAVORITE GRANDMOTHER	41 Int'l	77357200	12-Dec-2007

STATE OF CALIFORNIA)
) ss.
COUNTY OF LOS ANGELES)

On April 17th, 2010, before me, Shartreeva Watson, Notary Public, personally appeared Craig B. Cooper, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/~~are~~ subscribed to the within instrument and acknowledged to me that he/~~she~~/~~they~~ executed the same in his/~~her~~/~~their~~ authorized capacity(ies), and that by his/~~her~~/~~their~~ signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

Shartreeva Watson
Notary Public

(Seal)

