

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
FFP		04/14/2010	PARTNERSHIP: CALIFORNIA
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: 1			
Property Type	Number	Word Mark	
Registration Number:	3629284	AMERICA'S FAVORITE MOM	
CORRESPONDENCE DATA			
Fax Number:	(310)966-5758		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-966-5726		
Email:	lpowell@roll.com		
Correspondent Name:	LaTunda Powell, Trademark Administrator		
Address Line 1:	11444 W. Olympic Blvd., 10th Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90064		
ATTORNEY DOCKET NUMBER:	FFP TM APPL		
NAME OF SUBMITTER:	LaTunda Powell, Trademark Administrator		
Signature:	/latunda powell/		
Date:	04/14/2010		

CH \$40.00 3629284

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, FFP, a California general partnership located at 11444 W. Olympic Blvd., 10th Floor, Los Angeles, California 90064 (the "Assignor") is the owner of U.S. Trademark Registration No. 3629284 for the mark "AMERICA'S FAVORITE MOM" (the "Trademark"); 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 Trademark;

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 Trademark, and the right to sue for any past infringement of the Trademark by third parties.

Date: April 14, 2010 Assignor:

FFP, a California general partnership

By: Roll International Corporation,
Its Managing Partner

By: 
Name: Craig B. Cooper
Title: Sr. Vice President

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

On April 14th, 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~~ signatures(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)

