

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
CHERYL & CO.		04/19/2011	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	1-800-FLOWERS.COM, INC.		
Street Address:	One Old Country Road		
Internal Address:	Suite 500		
City:	Carle Place		
State/Country:	NEW YORK		
Postal Code:	11514		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1337014	CHERYL'S COOKIES	
Registration Number:	2665226	CHERYL&CO.	
Registration Number:	2710433	GOURMET CLASSICS	
Registration Number:	2761719	COOKIES FOR A'S	
CORRESPONDENCE DATA			
Fax Number:	(516)431-1127		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	516-431-1177		
Email:	tmgalgano@rcn.com		
Correspondent Name:	Galgano & Associates, PLLC		
Address Line 1:	20 W. Park Avenue		
Address Line 2:	Suite 204		
Address Line 4:	Long Beach, NEW YORK 11561		
ATTORNEY DOCKET NUMBER:	329-810		

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**TRADEMARK
 REEL: 004524 FRAME: 0605**

NAME OF SUBMITTER:	Thomas M. Galgano
Signature:	/tmg/
Date:	04/19/2011
Total Attachments: 2 source=assignment#page1.tif source=assignment#page2.tif	

ASSIGNMENT

WHEREAS, CHERYL & CO., ("Assignor") a corporation organized under the laws of the Ohio, having a business address of 646 McCorkle Boulevard, Westerville, Ohio 43802, is the owner of the marks registered in the U.S. Patent and Trademark Office (USPTO) set forth in attached SCHEDULE I and the registrations identified therein;

WHEREAS, 1-800-FLOWERS.COM, INC., ("Assignee"), a company organized under the laws of the Delaware, having a business address of One Old Country Road, Suite 500, Carle Place, New York 11514, is desirous of acquiring said marks and registrations;

NOW, THEREFORE, in consideration of the sum of one dollar (\$1.00) and/or other good and valuable consideration, receipt of which is hereby acknowledged, Assignor, hereby assigns to Assignee, all right, title and interest in and to said marks and the aforesaid registrations thereof, together with the goodwill of the business connected with the use of and symbolized by said marks, as fully and entirely as the same would have been held and enjoyed by Assignor, if this assignment had not been made, together with all claims for damages by reason of past infringement of said marks, with the right to sue for and collect the same for its own use and enjoyment, and for use and enjoyment of its successors, assigns, or other legal representatives.

CHERYL & CO.

Date: 4/19/2011

By: 

(Signature)

GERARD M GALLAGHER

(Name-Type or Print)

SECRETARY

Title

SCHEDULE I

U. S. REGISTRATIONS

<u>Mark</u>	<u>Regis'n No.</u>	<u>Regis'n Date</u>
CHERYL'S COOKIES	1,337,014	May 21, 1985
CHERYL&CO.	2,665,226	December 24, 2002
GOURMET CLASSICS	2,710,433	April 29, 2003
COOKIES FOR A'S	2,761,719	September 9, 2003