

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
INTERNET FLORIST ASSOCIATION, INC.		10/12/2010	CORPORATION: MINNESOTA

RECEIVING PARTY DATA

Name:	800-FLOWERS, INC.
Street Address:	One Old Country Road
Internal Address:	Suite 500
City:	Carle Place
State/Country:	NEW YORK
Postal Code:	11514
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	2149824	INTERNET FLORIST ASSOCIATION
Registration Number:	2186971	INTERNET FLORIST
Registration Number:	2408155	VIRTUAL FLORIST
Registration Number:	2452217	VIRTUAL FLOWER BOUQUET
Registration Number:	2596153	VIRTUAL FLORIST
Registration Number:	3868883	IFLORIST.COM

CORRESPONDENCE DATA

Fax Number: (516)431-1127
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 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

900189717

**TRADEMARK
 REEL: 004524 FRAME: 0879**

OP \$165.00 2149824

Address Line 4: Long Beach, NEW YORK 11561

ATTORNEY DOCKET NUMBER: 329-1133

NAME OF SUBMITTER: Thomas M. Galgano

Signature: /tmg/

Date: 04/19/2011

Total Attachments: 3
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ASSIGNMENT

WHEREAS, INTERNET FLORIST ASSOCIATION, INC., (“ASSIGNOR”), a company organized under the laws of the State of Minnesota, having a business address of 1738 Grand Avenue, St. Paul, Minnesota 55105, is the owner of the domain names, marks and U.S. and Tunisian trademark registrations set forth in the attached Schedule of Intellectual Property Assets (hereinafter collectively referred to as “ASSETS”);

WHEREAS, 800-FLOWERS, INC., (“ASSIGNEE”), a company organized under the laws of the State of New York, having a business address of One Old Country Road, Suite 500, Carle Place, New York 11514, is desirous of acquiring said ASSETS; and

WHEREAS, the ASSIGNOR and ASSIGNEE have entered into an Asset Purchase Agreement dated October 12, 2010, and by a Bill of Sale and Assignment and Assumption Agreement of the same date (hereinafter collectively referred to as “AGREEMENTS”), said ASSETS were sold by ASSIGNOR to ASSIGNEE;

NOW, THEREFORE, in consideration of the above and for good and valuable consideration as set forth in said AGREEMENTS, receipt of which is hereby acknowledged, ASSIGNOR, hereby assigns to ASSIGNEE, all right, title and interest in and to said ASSETS as set forth in said attached Schedule including said domain names and marks and the aforesaid registrations thereof, together with the goodwill of the business connected with the use of and symbolized by said ASSETS, 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 ASSETS, 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.

Executed at St. Paul, Minnesota and effective as of October 12, 2010.

INTERNET FLORIST ASSOCIATION, INC.

By: 

(Signature)

THOMAS JOHNSON

(Name - Type or Print)

PRESIDENT

(Title)

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SCHEDULE OF INTELLECTUAL PROPERTY ASSETS

Domain Names

AVIRTUALFLORIST.COM
 FUNERALSYMPATHYFLOWERS.COM
 FUNERAL-SYMPATHY-FLOWERS.COM
 IFLORIST.COM
 IFLORISTS.COM
 IFLORISTS.NET
 INTERNETFLORIST.COM
 INTERNET-FLORIST.COM
 INTERNETFLORISTS.NET
 INTERNETFLOWERS.COM
 NATIONALFLORIST.COM
 NATIONALFLORIST.NET
 NATIONALFLORIST.ORG
 NATIONALFLOWERS.COM
 SECURE-FLORIST.COM
 THENATIONALFLORIST.COM
 THEVIRTUALFLORIST.COM
 VFLOLIST.COM
 VIRTUALFLORIST.COM
 VIRTUAL-FLORIST.COM
 VIRTUALFLORISTS.NET

Registered Marks

U.S. Trademark	Status	Class(es)	Reg. No.	Reg. Date	Register
Virtual Florist & Design	Registered	38,39	2,408,155	11/28/2000	Principal
Virtual Flower Bouquet	Registered	38	2,452,217	05/15/2001	Supplemental
Internet Florist	Registered	35,42	2,186,971	09/01/1998	Supplemental
Internet Florist Association	Registered	35	2,149,824	04/07/1998	Supplemental
Virtual Florist	Registered	38,39,42	2,596,153	07/16/2002	Supplemental
iflorist.com	Registered	35, 39	3,868,883	10/26,2010	Supplemental

Foreign Trademarks

Tunisian Trademark	Status	Class(es)	Reg. No.	Reg. Date
Internet Florist	Registered	35,38,39	EE99.0977	06/18/1999
Virtual Florist	Registered	35,38,39	EE99.1495	09/14/1999
National Florist	Registered	35,38,39	EE99.0978	06/18/1999