

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
800-FLOWERS, INC.		01/27/2011	CORPORATION: NEW YORK

**RECEIVING PARTY DATA**

<b>Name:</b>	1-800-FLOWERS.COM, INC.
<b>Street Address:</b>	One Old Country Road
<b>Internal Address:</b>	Suite 500
<b>City:</b>	Carle Place
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	11514
<b>Entity Type:</b>	CORPORATION: DELAWARE

**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  
 Address Line 4: Long Beach, NEW YORK 11561

**TRADEMARK**

**900189936**

**REEL: 004526 FRAME: 0422**

**OP \$165.00 2149824**

ATTORNEY DOCKET NUMBER:	329-1133
NAME OF SUBMITTER:	Thomas M. Galgano
Signature:	/tmg/
Date:	04/21/2011
Total Attachments: 3 source=Assign2#page1.tif source=Assign2#page2.tif source=Assign2#page3.tif	

## ASSIGNMENT

**WHEREAS**, 800-FLOWERS, INC., ("Assignor"), 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 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"); and

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

**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 ASSETS, 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 Carle Place, New York and effective as of the 27 day of  
JANUARY, 2011.

800-FLOWERS, INC.

By: *Gerard M. Gallagh*  
(Signature)

Gerard M. Gallagh  
(Name - Type or Print)

Corporate Secretary  
(Title)

## 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