

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.		05/22/2012	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: 11

Property Type	Number	Word Mark
Registration Number:	1485675	MRS. BEASLEY'S
Registration Number:	1485681	MRS. BEASLEY'S
Registration Number:	1539464	MRS. BEASLEY'S
Registration Number:	1539805	MRS. BEASLEY'S
Registration Number:	1149209	MISS GRACE LEMON CAKE CO.
Registration Number:	1167536	MISS GRACE LEMON CAKE CO.
Registration Number:	1190261	MISS GRACE LEMON CAKE CO.
Registration Number:	1181372	MISS GRACE LEMON CAKE CO.
Registration Number:	1313711	DESSERT OF THE MONTH CLUB
Registration Number:	3381093	POPPERS
Registration Number:	3556802	

CORRESPONDENCE DATA

Fax Number: 5164311127

OP \$290.00 1485675

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 5164311177
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:	329-1160
NAME OF SUBMITTER:	Thomas M. Galgano
Signature:	/tmg/
Date:	05/29/2012
Total Attachments: 2 source=Assignment 3#page1.tif source=Assignment 3#page2.tif	

ASSIGNMENT

WHEREAS, CHERYL & CO., ("Assignor") a corporation organized under the laws of the State of Ohio, having a business address of 646 McCorkle Boulevard, Westerville, Ohio 43802, is the owner of the U.S. trademark registrations set forth in the attached SCHEDULE "A" (hereinafter collectively referred to as "ASSETS");

WHEREAS, 1-800-FLOWERS.COM, INC., ("Assignee"), a corporation 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 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 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: 5/22/12

BY: 

Name: Christopher G. McCann

Title: President

F:\G&A\329\1160\Assignment 3.wpd