

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM342940

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bloomsnap, LLC		05/29/2015	LIMITED LIABILITY COMPANY: IOWA
RECEIVING PARTY DATA			
Name:	BloomNation, Inc.		
Street Address:	225 Santa Monica Boulevard		
Internal Address:	3rd Floor		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90401		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86177636	BLOOMSNAP	
CORRESPONDENCE DATA			
Fax Number:	2029734499		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2029734200		
Email:	DavidSilverman@dwt.com		
Correspondent Name:	David M. Silverman, Esq.		
Address Line 1:	1919 Pennsylvania Ave., N.W.		
Address Line 2:	Suite 800		
Address Line 4:	Washington, D.C. 20006-3401		
ATTORNEY DOCKET NUMBER:	50090-125		
NAME OF SUBMITTER:	David M. Silverman		
SIGNATURE:	/david m. silverman/		
DATE SIGNED:	06/01/2015		
Total Attachments: 1			
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CH \$40.00 86177636

ASSIGNMENT OF MARK

WHEREAS Bloomsnap, LLC, of 8879 Woodmayr Circle, Norwalk, Iowa 50211, an Iowa limited liability company ("Assignor"), has adopted, used and is using the following mark, which is pending in the United States Patent and Trademark Office:

Mark	Serial No.	Filing Date
BLOOMSNAP	86/177636	January 28, 2014

and

WHEREAS BloomNation, Inc. of 225 Santa Monica Boulevard, 3rd Floor, Santa Monica, California 90401, a Delaware corporation ("Assignee"), is desirous of acquiring said mark and the application thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all rights, title and interest in and to the said mark, together with the good will of the business symbolized by the mark.

Dated this 29th day of May, 2015.

ASSIGNOR:

Bloomsnap, LLC

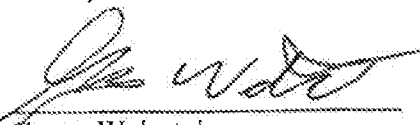
By:


Shawn Harrington

ASSIGNEE:

BloomNation, Inc.

By:


Gregg Weisstein
Chief Operating Officer
(818) 489-4734

Assignee hereby appoints the following counsel as its attorney to represent it in connection with all business in the Patent and Trademark Office and requests that all correspondence concerning this matter be directed to such counsel (email correspondence is acceptable):

David M. Silverman, Esq.
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