

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM400012

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Anthony Arons		09/27/2016	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	FLEURISH, INC.		
Street Address:	21255 BURBANK BOULEVARD SUITE #320		
City:	WOODLAND HILLS		
State/Country:	CALIFORNIA		
Postal Code:	91367		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4894296	FLEURISH	
Registration Number:	4894295	FLEURISH WHERE YOU ARE THE FLEURIST	
Registration Number:	4821158	F	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	msegui@morrisoncohen.com		
Correspondent Name:	Anthony Arons		
Address Line 1:	4026 Mary Ellen Avenue		
Address Line 4:	Studio City, CALIFORNIA 91604		
ATTORNEY DOCKET NUMBER:	025470-0003(JLipson)		
NAME OF SUBMITTER:	Jessica L. Lipson		
SIGNATURE:	/Jessica L. Lipson /		
DATE SIGNED:	09/28/2016		
Total Attachments: 3			
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RELEASE OF GRANT OF A SECURITY INTEREST - TRADEMARKS

WHEREAS, pursuant to that certain Security Agreement, dated October 31, 2014 (the "Trademark Security Agreement"), recorded in the United States Patent and Trademark Office at Reel 5413, Frame 0952 on December 4, 2014, Bloom Flower Bar, Inc., a Delaware corporation, which amended its charter to be named Fleurish, Inc., on January 27, 2015 (the "Releasee"), granted to Anthony Arons, a California individual (the "Releasor"), a security interest in all right, title and interest of the Releasee in, to and under the Trademarks, including the Trademarks listed on Schedule A attached hereto, and the applications and registrations thereof, and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof and any and all damages arising from past, present and future violations thereof (the "Collateral"); and

WHEREAS, Releasee has requested and Releasor has agreed to provide a document suitable for recording in the United States Patent and Trademark Office for purposes of evidencing the release, relinquishment, discharge and termination of Releasor's security interest in the Collateral.

NOW, THEREFORE, in consideration of and in exchange for good and valuable consideration, Releasor hereby agrees as follows:

Release of Security Interest. Releasor hereby, without any representation and warranty, releases, relinquishes and discharges its security interest in the Collateral.



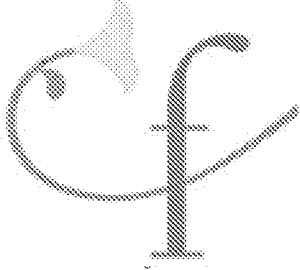
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IN WITNESS WHEREOF, the parties have caused this Release of Grant of a Security Interest - Trademarks to be duly executed as of September 27, 2016.

Anthony P. Arons

By:  _____

SCHEDULE A

Mark	Current Owner	Reg. No.	Class	Services
	Fleurish, Inc.	4894296	41	CONDUCTING WORKSHOPS AND SEMINARS IN FLOWERS AND FLORAL ARRANGEMENTS; DO-IT-YOURSELF STUDIOS THAT PROVIDE THE USE OF SUPPLIES AND EQUIPMENT TO INDIVIDUALS FOR MAKING THEIR OWN FLORAL ARRANGEMENTS; INSTRUCTION IN THE FIELD OF FLOWERS AND FLORAL ARRANGEMENTS; ARRANGING, ORGANIZING, CONDUCTING, AND HOSTING SOCIAL ENTERTAINMENT EVENTS; ENTERTAINMENT SERVICES, NAMELY, CONDUCTING PARTIES
 WHERE YOU ARE THE FLEURIST	Fleurish, Inc.	4894295	41	CONDUCTING WORKSHOPS AND SEMINARS IN FLOWERS AND FLORAL ARRANGEMENTS; DO-IT-YOURSELF STUDIOS THAT PROVIDE THE USE OF SUPPLIES AND EQUIPMENT TO INDIVIDUALS FOR MAKING THEIR OWN FLORAL ARRANGEMENTS; INSTRUCTION IN THE FIELD OF FLOWERS AND FLORAL ARRANGEMENTS; ARRANGING, ORGANIZING, CONDUCTING, AND HOSTING SOCIAL ENTERTAINMENT EVENTS; ENTERTAINMENT SERVICES, NAMELY, CONDUCTING PARTIES
	Fleurish, Inc.	4821158	41	CONDUCTING WORKSHOPS AND SEMINARS IN FLOWERS AND FLORAL ARRANGEMENTS; DO-IT-YOURSELF STUDIOS THAT PROVIDE THE USE OF SUPPLIES AND EQUIPMENT TO INDIVIDUALS FOR MAKING THEIR OWN FLORAL ARRANGEMENTS; INSTRUCTION IN THE FIELD OF FLOWERS AND FLORAL ARRANGEMENTS; ARRANGING, ORGANIZING, CONDUCTING, AND HOSTING SOCIAL ENTERTAINMENT EVENTS; ENTERTAINMENT SERVICES, NAMELY, CONDUCTING PARTIES

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