

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM409691

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Provide Commerce, Inc.		12/20/2016	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	FlowerFarm, Inc.		
<b>Street Address:</b>	1301 Internationale Pkwy.		
<b>City:</b>	Woodridge		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60517		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2294197	FLOWERFARM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7032436410		
<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>			
<b>Phone:</b>	703-465-5356		
<b>Email:</b>	major@mwzb.com		
<b>Correspondent Name:</b>	Scott J. Major		
<b>Address Line 1:</b>	2200 Clarendon Blvd., 14th Floor		
<b>Address Line 4:</b>	Arlington, VIRGINIA 22201		
<b>NAME OF SUBMITTER:</b>	Scott J. Major		
<b>SIGNATURE:</b>	/Scott J. Major/		
<b>DATE SIGNED:</b>	12/20/2016		
<b>Total Attachments: 1</b>			
source=FF assignment#page1.tif			

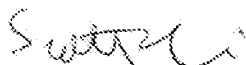
CH \$40.00 2294197

## ASSIGNMENT

Effective as of December 20, 2016, and for \$1 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Provide Commerce, Inc., a corporation organized under the laws of Delaware with a place of business at 4840 Eastgate Mall, San Diego, California 92121, does hereby assign to FlowerFarm, Inc., a corporation organized under the laws of Delaware with a place of business at 1301 Internationale Pkwy, Woodridge, IL 60517, all right, title and interest in and to the FLOWERFARM mark, together with the goodwill symbolized by such mark and U.S. Registration No. 2294197 therefor issued on November 23, 1999, and any domain name consisting of or incorporating the word FLOWERFARM that is owned by Provide Commerce, Inc. including, but not limited to, the following:

flowerfarm.ca  
flowerfarm.com  
flowerfarm.me  
flowerfarm.mobi  
flowerfarm.net  
flowerfarm.us  
flowerfarms.com  
flowerfarmstogo.com

PROVIDE COMMERCE, INC.



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Scott Levin  
Executive Vice President, General Counsel