

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM434640

<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>
Arthur F. Conforti		06/06/2017	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Teleflora LLC		
<b>Street Address:</b>	11444 West Olympic Blvd., 4th Floor		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90064		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4005929	FLORALAPP	
<b>Registration Number:</b>	4080095		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3109668810		
<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>	310-966-5726		
<b>Email:</b>	latunda.powell@roll.com		
<b>Correspondent Name:</b>	LaTunda Powell, Trademark Administrator		
<b>Address Line 1:</b>	11444 West Olympic Blvd., 10th Floor		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90064		
<b>ATTORNEY DOCKET NUMBER:</b>	205621		
<b>NAME OF SUBMITTER:</b>	LaTunda Powell, Trademark Administrator		
<b>SIGNATURE:</b>	/LaTunda Powell/		
<b>DATE SIGNED:</b>	07/11/2017		
<b>Total Attachments: 4</b>			
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source=Executed Trademark Assignment - FloralApp & Floral Prodigy (Teleflora)#page2.tif			
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CH \$65.00 4005929

## TRADEMARK ASSIGNMENT

WHEREAS, ARTHUR F. CONFORTI, an individual, with a residence address of 6981 Curtis Avenue, Suite 8, Sarasota, Florida 34231 (“Assignor”) is the owner of the business names, trade names, trademarks and service marks, and the applications and registrations therefor, and all common law rights thereto, listed in Exhibit A attached hereto and incorporated herein by this reference (collectively, the “Marks”), which Marks are in the name of Assignor;

WHEREAS, TELEFLORA LLC, a Delaware limited liability company with a principal place of business of 11444 West Olympic Blvd., Los Angeles, CA 90064, USA (“Assignee”) desires to acquire the Marks; and

WHEREAS, pursuant to that certain Asset Purchase Agreement dated June 5, 2017, by and between Assignor, together with BLOOMERANG SOLUTIONS LLC, a Florida limited liability company (formerly Beneva Solutions LLC) with a principal place of business of 6981 Curtis Avenue, Suite 8, Sarasota, Florida 34231, on the one hand, and Assignee, on the other hand, Assignor desires to assign, transfer and convey to Assignee all of its right, title and interest in and to all of the Marks, and Assignee desires to accept such assignment, transfer and conveyance.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee the following:

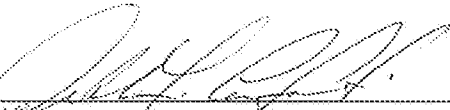
1. All right, title and interest held by Assignor in and to the Marks;
2. The goodwill of the business connected with the use of and symbolized by the Marks, as part of the transfer of all on-going and existing business to which the Marks pertain, and including all associated artwork, labels and package designs and other assets that uniquely reflect the Marks; and
3. All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present or future infringement of said Marks or injury to said goodwill, together with the right to sue or recover the same in Assignee’s name.

[Signature Page Follows]

IN WITNESS WHEREOF, the undersigned have executed this Trademark Assignment as of June \_\_\_\_, 2017, in one or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.

Assignor:

ARTHUR F. CONFORTI,  
an individual

By:   
Name: Arthur F. Conforti  
Title: Individual

Assignee:

TELEFLORA LLC,  
a Delaware limited liability company

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

IN WITNESS WHEREOF, the undersigned have executed this Trademark Assignment as of June 16, 2017, in one or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.

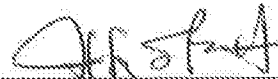
Assignor:

ARTHUR F. CONFORTI,  
an individual

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_



Assignee:

TELEFLORA LLC,  
a Delaware limited liability company

By:  \_\_\_\_\_  
Name: Jeffrey Bennett  
Title: President

**Exhibit A  
The Marks**

**U.S. TRADEMARKS TO BE TRANSFERRED**

<u>Trademark</u>	<u>Owner</u>	<u>Serial Number</u>	<u>Application Date</u>	<u>Registration Number</u>	<u>Registration Date</u>
FLORALAPP (stylized) floralapp	Arthur F. Conforti	85/209043	1/3/2011	4005929	8/2/2011
Flower Design 	Arthur F. Conforti	85/330015	5/25/2011	4080095	1/3/2012
FLORAL PRODIGY (word mark)	Arthur F. Conforti	<i>Common law</i>	<i>Common law</i>	<i>Common law</i>	<i>Common law</i>
FLORAL PRODIGY & Des. 	Arthur F. Conforti	<i>Common law</i>	<i>Common law</i>	<i>Common law</i>	<i>Common law</i>
IF KNOWLEDGE IS POWER, REPORTING IS PRICELESS (word mark)	Arthur F. Conforti	<i>Common law</i>	<i>Common law</i>	<i>Common law</i>	<i>Common law</i>