

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM488665

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	3		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Teters Floral Products, Inc.		09/04/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	The Gerson Company		
Street Address:	1450 S. Lone Elm		
City:	Olathe		
State/Country:	KANSAS		
Postal Code:	66061		
Entity Type:	Corporation: MISSOURI		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4249104	SAGE & CO. FLORAL GIFT HOME	
Registration Number:	3870439	CREATIVE CONNECTION BY TETERS	
CORRESPONDENCE DATA			
Fax Number:	8164743216		
<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:	816-474-8100		
Email:	sfaction@spencerfane.com		
Correspondent Name:	Kevin S. Tuttle		
Address Line 1:	1000 Walnut Street , Suite 1400		
Address Line 4:	Kansas City, MISSOURI 64106		
ATTORNEY DOCKET NUMBER:	5026093-2 KCY		
NAME OF SUBMITTER:	Kevin S. Tuttle		
SIGNATURE:	/Kevin S. Tuttle/		
DATE SIGNED:	09/05/2018		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made effective as of September 4, 2018 (the "Effective Date"), by and between **Teters Floral Products, Inc.**, a Delaware corporation ("Assignor"), and **The Gerson Company**, a Missouri corporation ("Assignee").

WHEREAS, Assignor is the owner of record for the following registered U.S. Trademarks (hereinafter collectively referred to as the "Marks").

Trademark	Registration Number	Registration Date
SAGE & CO. FLORAL GIFT HOME	4,249,104	11/27/2012
CREATIVE CONNECTION BY TETERS	3,870,439	11/2/2010

WHEREAS, Assignee desires to acquire the Marks, the registrations therefore, and all of the rights to and interests therein held by Assignor, if any, and Assignor desires to assign its interests in the Marks, if any, to Assignee.

NOW, THEREFORE, in consideration of the foregoing premises, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby makes the transfer and assignment of all its rights in the Marks, if any, as follows:

1. Assignment. Assignor hereby sells, assigns, grants, conveys, transfers and delivers to Assignee, its successors and assigns, all of Assignor's right, title, benefit, privilege and interest in, to and under each Mark, if any, together with any applications and/or registrations thereof, without representation or warranty of any kind regarding the Marks. Assignee is to hold all right, title and interest in and to the Marks as fully and exclusively as it would have been held and enjoyed by Assignor had the sale, assignment, grant, conveyance, transfer and delivery in this Assignment not been made.

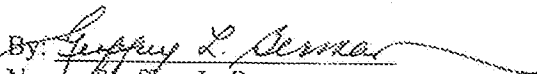
2. Parties Bound. This Assignment shall be binding upon and inure to the benefit of Assignor and Assignee and their respective successors and permitted assigns.

3. Counterparts. This Assignment may be executed in multiple counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. Signed counterparts of this Assignment may be delivered by facsimile and by scanned .pdf image.

IN WITNESS WHEREOF, the undersigned have executed this Trademark Assignment as of the day and year first above written.

ASSIGNOR:

TETERS FLORAL PRODUCTS, INC.

By: 

Name: Geoffrey L. Berman

Title: Senior Managing Director,

Development Specialists, Inc.,

Sole & Managing Member,

DSI Assignments LLC, as Assignee

ASSIGNEE:

THE GERSON COMPANY

By: 

Name: John C. Hjalmarsson

Title: Chairman and C.E.O.

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