

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM784559

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
W. Irwin Pugh		09/16/2022	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Teleflora LLC		
Street Address:	11444 West Olympic Blvd., 10th Floor		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90064		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2594264	1ST IN FLOWERS!	
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>			
Phone:	310-966-5726		
Email:	latunda.powell@wonderful.com		
Correspondent Name:	LaTunda Powell		
Address Line 1:	11444 West Olympic Blvd., 7th Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90064		
ATTORNEY DOCKET NUMBER:	214953		
NAME OF SUBMITTER:	LaTunda Powell, Paralegal/Administrator		
SIGNATURE:	/LaTunda Powell/		
DATE SIGNED:	02/03/2023		
Total Attachments: 2			
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CH \$40.00 2594264

(USA)
ASSIGNMENT OF TRADEMARK(S)

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, **W. IRWIN PUGH** ("Assignor"), a United States citizen, whose business address is at 8255 Florida Blvd. Baton Rouge, Louisiana 70806 USA, hereby assigns and transfers to **TELEFLORA LLC** ("Assignee"), a limited liability company organized and existing under the laws of Delaware, whose business address is at 11444 West Olympic Blvd., 10th Floor, Los Angeles, California 90064 USA, effective as of June 17, 2022 (the "Effective Date"), the following:

A. All right, title, and interest held by Assignor in and to the business names, trade names, and/or service marks, and the application and/or registration therefor, listed in Exhibit A attached hereto and incorporated herein by this reference (hereinafter referred to as the "Mark");

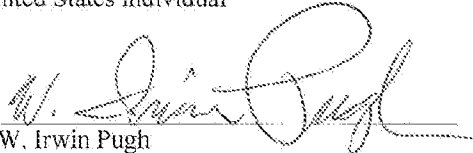
B. The goodwill of the business connected with the use of and symbolized by the Mark, as part of the transfer of all business to which the Mark pertains, and including all associated artwork, labels, and package designs and other assets that uniquely reflect the Mark; and

C. 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 Mark or injury to said goodwill, together with the right to sue or recover the same in Assignee's name.

IN WITNESS WHEREOF, the undersigned have hereunto executed this Assignment, 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:

W. IRWIN PUGH,
a United States individual

By: 
W. Irwin Pugh

Assignee:

TELEFLORA LLC,
a Delaware limited liability company

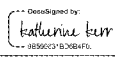
By: 
Katherine Kerr, SVP & CFO

EXHIBIT A

MARK

Country	Trademark	Application No.	Application Date	Registration No.	Registration Date
USA	1ST IN FLOWERS!	76291976	July 26, 2001	2594264	July 16, 2002

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