

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM801005

<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>
SMARTGIFT, INC.		04/05/2023	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	800-FLOWERS, INC.		
<b>Street Address:</b>	2 Jericho Plaza, Suite 200		
<b>City:</b>	Jericho		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	11753		
<b>Entity Type:</b>	Corporation: NEW YORK		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5788561	GIFT GENOME	
<b>Registration Number:</b>	5967844	SMARTGIFT	
<b>Serial Number:</b>	97061879	HERO ENGAGE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	516-431-1177		
<b>Email:</b>	office@galganoiplaw.com		
<b>Correspondent Name:</b>	Carolyn A. Galgano		
<b>Address Line 1:</b>	175 Pearl Street, Floors 1-3, Suite 223		
<b>Address Line 4:</b>	Brooklyn, NEW YORK 11201		
<b>NAME OF SUBMITTER:</b>	Carolyn A. Galgano		
<b>SIGNATURE:</b>	/Carolyn A. Galgano/		
<b>DATE SIGNED:</b>	04/06/2023		
<b>Total Attachments: 3</b>			
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OP \$90.00 5788561

**TRADEMARK ASSIGNMENT**

WHEREAS, **Smartgift, Inc.**, a New York corporation, having a principal place of business at 30 John Street, Brooklyn, New York 11201 (“Assignor”), owns the trademarks and trademark applications listed on **Schedule A (“Listed Trademarks”)**;

WHEREAS, **800-Flowers, Inc.**, a New York corporation, having a principal place of business at 2 Jericho Plaza, Suite 200, Jericho, New York 11753 (“Assignee”), is desirous of acquiring all of Assignor’s right, title and interest in, to and under the Trademark, along with all registrations for the Trademark, any and all renewals, and the applicable portion of the ongoing and existing business with which the Trademark is used and all associated goodwill in the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee, all right, title and interest in, to and under the Trademark and all applications and registrations for the Trademark, and any and all renewals, together with the applicable portion of the ongoing and existing business with which the Trademark is used, and the goodwill of the business symbolized by the Trademark, and with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of the Trademark to be held and enjoyed by said Assignee for its own use and benefit and for the use and benefit of its successors and assigns as fully and as entirely as the same would have been held and enjoyed by Assignor had the assignment not been made.

**ACCEPTED AND AGREED:**

800-Flowers, Inc.

By: William E. Shea

Title: Treasurer

Date: Apr 5, 2023

EM

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed as of this 5<sup>th</sup>  
day of April, 2023.

STATE OF NY )

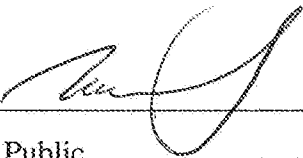
) ss.:

COUNTY OF Weg )

Subscribed and sworn to before me this  
5 day of Y, 2023.


(Notarial Seal)

Signature:

  
\_\_\_\_\_  
Notary Public

MOSES GANTZ  
Notary Public, State of New York  
No. 01GA6320998  
Qualified in Kings County  
Commission Expires March 16, 2027

Smartgift, Inc.

By: 

Name: BERND STRENTZ

Title: CEO & PRESIDENT

ASSIGNOR

**SCHEDULE A - LISTED TRADEMARKS**

<b>Trademark</b>	<b>Jurisdiction</b>	<b>Type</b>	<b>Status</b>	<b>Registration / Filing Date</b>	<b>Registration/ Application Number</b>
Gift Genome	US	Trademark	Registered	6/25/2019	5788561
Smartgift	US	Trademark	Registered	1/21/2020	5967844
Hero Engage	US	Service mark	Pending; Request for Reconsideration filed 3/14/23	10/6/2021	97061879
Hero Engage	International Registration	Service mark	Registered	4/4/2022	1664329
Hero Engage	CA	Service mark	Pending	4/4/2022	2189351
Hero Engage	EU	Service mark	Opposed	4/4/2022	1664329
Hero Engage	United Kingdom	Service mark	Registered	4/4/2022	WO0000001 664329