

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM801027

<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>
800-FLOWERS, INC.		04/06/2023	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	1-800-FLOWERS.COM, 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: DELAWARE		
<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>	5164311177		
<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: 2</b>			
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TRADEMARK ASSIGNMENT

WHEREAS, 800-FLOWERS, INC. ("Assignor") a corporation organized under the laws of the State of New York, having a business address of 2 Jericho Plaza, Suite 200, Jericho, New York 11753, is the owner of the trademarks and registrations and applications, registered and filed in the U.S. Patent and Trademark Office (USPTO) and in the foreign and international trademark offices set forth in attached Schedule A;

WHEREAS, 1-800-FLOWERS.COM, INC., ("Assignee"), a corporation organized under the laws of the State of Delaware, having a business address of 2 Jericho Plaza, Suite 200, Jericho, NY 11753, is desirous of acquiring said marks, registrations and applications identified in Schedule A;

NOW, THEREFORE, in consideration of the sum of ten dollars (\$10.00) and/or other good and valuable consideration, receipt of which is hereby acknowledged, Assignor, hereby assigns to Assignee, all right, title and interest in and to said marks and the aforesaid registrations and applications therefor set forth in Schedule A, together with the goodwill of the business connected with the use of and symbolized by said marks, as fully and entirely as the same would have been held and enjoyed by Assignor, if this assignment had not been made, together with all claims for damages by reason of past infringement of said marks, with the right to sue for and collect the same for its own use and enjoyment, and for use and enjoyment of its successors, assigns, or other legal representatives.

IN WITNESS WHEREOF, this Assignment has been executed by the undersigned on the 6 day of APRIL, 2023.

ASSIGNOR:

800-FLOWERS, INC.

By: 

(Signature)

MICHAEL R. MANEY

(Name)

SECRETARY

(Title)

**SCHEDULE A**

<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	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	UK	Service Mark	Registered	4/4/2022	WO0000001664329
Hero Engage	EU	Service Mark	Opposed	4/4/2022	1664329

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