

03-31-1999



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To the Honorable Commissioner of Patents

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original documents or copy thereof.

MCD 3-26-99

1. Name of conveying party(ies): 1-800-FLOWERS RETAIL, INC.

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State - Delaware, Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment, Merger, Security Agreement, Change of Name, Other

Execution Date: January 16, 1997

2. Name and address of receiving party(ies)

Name: FRESH INTELLECTUAL PROPERTIES, INC.

Internal Address:

Street Address: 350-1013 CENTER ROAD

City: WILMINGTON State: DE ZIP: 19085

- Individual(s) citizenship, Association, General Partnership, Limited Partnership

Corporation-State Delaware Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,314,031

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: THOMAS M. GALGANO, ESQ.

Internal Address: GALGANO & BURKE

Street Address: 300 RABRO DRIVE

SUITE 135

City: HAUPPAUGE State: NY ZIP: 11788

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00

XX Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

THOMAS M. GALGANO, ESQ.

Name of Person Signing

Signature

3/25/99

Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet Information to: Commissioner of Patents & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK REEL: 1876 FRAME: 0212

ASSIGNMENT

WHEREAS, 1-800-FLOWERS RETAIL, INC., a Delaware corporation with offices at 1600 Stewart Avenue, Westbury, New York 11590, is the owner of the service mark FLORA PLENTY, Registration No. 1,314,031, registered on January 8, 1985 in the U.S. Patent and Trademark Office (PTO);

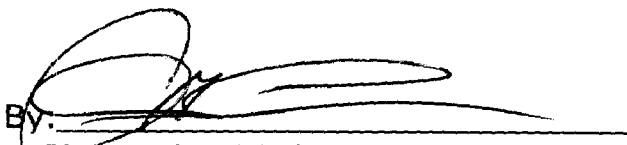
WHEREAS, FRESH INTELLECTUAL PROPERTIES, INC., a Delaware corporation, having offices at 350-1013 Center Road, Wilmington, Delaware 19085, is desirous of acquiring said mark and registration;

NOW, THEREFORE, in consideration of the sum of one dollar (\$1.00) and/or other good and valuable consideration, receipt of which is hereby acknowledged, 1-800-FLOWERS RETAIL, INC., hereby assigns to FRESH INTELLECTUAL PROPERTIES, INC., all right, title and interest in and to said mark and the aforesaid registration thereof, 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 1-800-FLOWERS RETAIL, INC., 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.

Executed at Westbury, New York, and effective as of the 16th day of January, 1997.

1-800-FLOWERS RETAIL, INC.

By: 
Christopher McCann
Vice President

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