

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM539030

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT FOR SECURITY -- TRADEMARKS

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Gateway Mercury Holdings, LLC		08/27/2019	Limited Liability Company: DELAWARE
FTD, LLC		08/27/2019	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	Cerberus Business Finance Agency, LLC, as collateral agent
Street Address:	875 Third Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 95

Property Type	Number	Word Mark
Serial Number:	87753759	BLOOM THAT
Serial Number:	87368422	FLOWER FARM
Serial Number:	87368417	SMARTER SOURCING
Serial Number:	74429231	1-800-SEND-FTD
Serial Number:	76151041	AUTUMN SPLENDOR
Serial Number:	76331033	BASKET OF CHEER
Serial Number:	73197039	BIG HUG
Serial Number:	73062460	BIRTHDAY PARTY
Serial Number:	74130512	BOO-QUET
Serial Number:	76360979	CANDY CANE LANE
Serial Number:	76006211	CASHFLO FTD
Serial Number:	86094110	CHOCOLATE DIP DELIGHTS
Serial Number:	85588769	COLOR YOUR DAY
Serial Number:	76006214	DIRECTORY SERVICES FTD
Serial Number:	73711904	FLORISTS' TRANSWORLD DELIVERY
Serial Number:	76423694	FLOWERS ALL HOURS
Serial Number:	74177408	FLOWERS DIRECT

CH \$2390.00 87753759

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	85449395	FLOWERS IN HOURS
Serial Number:	85216877	FLOWERS SAY IT BETTER. FTD SAYS IT BEST.
Serial Number:	76149481	FLOWERS U S A
Serial Number:	76200104	FOL
Serial Number:	76389147	FOR ALL YOU DO
Serial Number:	75793297	FTD
Serial Number:	75185738	FTD
Serial Number:	73796730	FTD
Serial Number:	73146031	FTD
Serial Number:	72238070	FTD
Serial Number:	85821238	FTD
Serial Number:	85821161	FTD
Serial Number:	73265622	FTD
Serial Number:	73261130	FTD
Serial Number:	72236983	FTD
Serial Number:	77642260	FTD
Serial Number:	77647282	FTD
Serial Number:	77685621	FTD
Serial Number:	78225933	FTD
Serial Number:	78704511	FTD
Serial Number:	85441522	FTD COLLEGE ROSE COLLECTION
Serial Number:	76423692	FTD FLOWERS ALL HOURS
Serial Number:	76006215	FTD FRESHFLOWERS
Serial Number:	77549996	FTD MERCURY X
Serial Number:	76109308	FTD
Serial Number:	87229530	FTD SOURCE
Serial Number:	75820658	FTD.COM
Serial Number:	75827340	FTD.COM
Serial Number:	76443002	FTDIMAIL
Serial Number:	74324864	FUN IN THE SUN
Serial Number:	78320488	GIFTSENSE
Serial Number:	75134299	GOOD NEIGHBOR DAY
Serial Number:	87882399	GROWN + GATHERED
Serial Number:	76006209	INTERNATIONAL RETRANS BY FTD
Serial Number:	85744501	KEEPSAKE ROSES
Serial Number:	76389172	LASTING ROMANCE
Serial Number:	74694192	LOVING THOUGHTS
Serial Number:	86382879	MARKET FOR YOU

Property Type	Number	Word Mark
Serial Number:	75304956	MERCURY
Serial Number:	75210036	MERCURY
Serial Number:	73708271	MERCURY
Serial Number:	76171627	MERCURY ADVANTAGE
Serial Number:	77912763	MERCURY CONNECT
Serial Number:	75894192	MERCURY DIRECT
Serial Number:	76006208	MERCURYDIRECT
Serial Number:	73175706	MERCURY NETWORK
Serial Number:	76523291	MERCURY TECHNOLOGY
Serial Number:	86757793	
Serial Number:	86757801	
Serial Number:	85677888	NATURE'S FLORA
Serial Number:	73010814	REMEMBRANCE BOUQUET
Serial Number:	73367314	RETRANS
Serial Number:	78291306	ROSES WITH HUGS
Serial Number:	86876854	ROSES.COM
Serial Number:	77664678	SAY IT YOUR WAY
Serial Number:	85164876	SAY IT YOUR WAY
Serial Number:	88015218	SAY MORE WITH FLOWERS
Serial Number:	77421202	SIMPLY EASIER. SIMPLY BETTER. SIMPLY MER
Serial Number:	74702378	SPRING GARDEN
Serial Number:	74436242	SWEET SURPRISES
Serial Number:	76389148	SWEETHEARTS
Serial Number:	74375967	THANKS A BUNCH
Serial Number:	77647928	THE FLOWER EXPERTS
Serial Number:	76441203	THE FTD BELOVED BOUQUET
Serial Number:	85869113	THE FTD EXPRESSIONS COLLECTION
Serial Number:	76441204	THE FTD MY ONE AND ONLY BOUQUET
Serial Number:	85807180	THE FTD ROSE
Serial Number:	85160867	THE WEDDING EXPERTS
Serial Number:	78364973	TIMELESS TRIBUTE
Serial Number:	76180706	TOUCH OF SPRING
Serial Number:	76531464	WEBGIFTS
Serial Number:	76531463	WEB GIFTS
Serial Number:	75517316	PROFLOWERS
Serial Number:	87279543	PROGIFTER
Serial Number:	85124822	PROPLANTS
Serial Number:	85191654	

Property Type	Number	Word Mark
Serial Number:	86128837	KALLA
Serial Number:	86878144	PERFECTLY PAIRED

CORRESPONDENCE DATA

Fax Number: 2125935955

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.

Phone: 212-756-2132

Email: scott.kareff@srz.com

Correspondent Name: S. Kareff c/o Schulte Roth & Zabel LLP

Address Line 1: 919 Third Avenue

Address Line 2: 25th Floor

Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER: 014951-1894

NAME OF SUBMITTER: Scott Kareff (014951-1894)

SIGNATURE: /kc for sk/

DATE SIGNED: 08/30/2019

Total Attachments: 14

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ASSIGNMENT FOR SECURITY - - TRADEMARKS

August 27, 2019

WHEREAS, the undersigned (each an "Assignor" and collectively, the "Assignors") has adopted, used and is using, and holds all right, title and interest in and to, the trademarks and service marks listed on the attached Schedule A, which trademarks and service marks are registered or applied for in the United States Patent and Trademark Office (the "Trademarks");

WHEREAS, each Assignor has entered into a Pledge and Security Agreement, dated August 23, 2019 (as amended, restated, supplemented, modified or otherwise changed from time to time, the "Security Agreement"), in favor of Cerberus Business Finance Agency, LLC, as the Collateral Agent for itself and certain lenders (in such capacity, together with its successors and assigns, if any, the "Assignee"); and

WHEREAS, pursuant to the Security Agreement, each Assignor has assigned to the Assignee and granted to the Assignee for the benefit of the Secured Parties (as defined in the Security Agreement) a continuing security interest in all right, title and interest of each Assignor in, to and under the Trademarks, together with, among other things, the good-will of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof and any and all damages arising from past, present and future violations thereof (the "Collateral"), to secure the payment, performance and observance of the Secured Obligations (as defined in the Security Agreement);

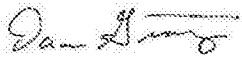
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each Assignor does hereby pledge, convey, sell, assign, transfer and set over unto the Assignee and grants to the Assignee for the benefit of the Assignee and the Secured Parties a continuing security interest in the Collateral to secure the prompt payment, performance and observance of the Secured Obligations.

Each Assignor does hereby further acknowledge and affirm that the rights and remedies of the Assignee with respect to the Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

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IN WITNESS WHEREOF, each Assignor has caused this Assignment to be duly executed by its respective officer thereunto duly authorized as of the date first written above.

GATEWAY MERCURY HOLDINGS, LLC

By: 
Name: Damian Giangiacomo
Title: President

FTD, LLC

By: 
Name: Damian Giangiacomo
Title: President

Schedule A

[See attached]

BLOOM THAT, INC. TRADEMARK SCHEDULE

Mark	Country	App No/ App Date	Reg No/ Reg Date	Next Deadline	Status	Class(es)
BLOOM THAT (DESIGN)	United States of America	87/753,759 1/12/2018	5559870 9/11/2018	9/11/2024	Registered	31, 35, 39

FLOWERFARM, INC. TRADEMARK SCHEDULE

Mark	Country	Appl.# Appl. Filing Date	Reg.# Reg. Date	Next Deadline	Status	TM Class
FLOWER FARM WITH DESIGN	United States of America	87/368,422 3/13/2017	5,371,648 1/2/2018	1/2/2024	Registered	35
SMARTER SOURCING	United States of America	87/368,417 3/13/2017	5,441,542 4/10/2018	4/10/2024	Registered	35

FTD TRADEMARK SCHEDULE

Mark	Country	App No/ App Date	Reg No/ Reg Date	Next Deadline	Status	Class(es)
1-800-SEND-FTD	USA	74/429,231 8/27/1993	1,848,732 8/9/1994	8/9/2024	Registered	38
AUTUMN SPLENDOR	USA	76/151,041 10/20/2000	2,560,342 4/9/2002	4/9/2022	Registered	31
BASKET OF CHEER	USA	76/331,033 10/30/2001	2,803,066 1/6/2004	1/6/2024	Registered	31
BIG HUG	USA	73/197,039 12/15/1978	1,147,784 2/24/1981	2/24/2021	Registered	31
BIRTHDAY PARTY	USA	73/062,460 9/8/1975	1,040,212 5/25/1976	5/25/2026	Registered	31
BOO-QUET	USA	74/130,512 1/15/1991	1,754,588 2/23/1993	2/23/2023	Registered	31
CANDY CANE LANE	USA	76/360,979 1/22/2002	2,639,421 10/22/2002	10/22/2022	Registered	31
CASHFLO FTD & Design	USA	76/006,211 3/21/2000	2,478,657 8/14/2001	8/14/2021	Registered	36
CHOCOLATE DIP DELIGHTS & Design	USA	86/094,110 10/17/2013	4,685,643 2/10/2015	2/10/2021	Registered	30, 35
COLOR YOUR DAY	USA	85/588,769 4/4/2012	4,522,502 4/29/2014	4/29/2020	Registered	31,35
DIRECTORY SERVICES FTD & Design	USA	76/006,214 3/21/2000	2,534,819 1/29/2002	1/29/2022	Registered	16,42
FLORESTA' TRANSWORLD DELIVERY	USA	73/711,904 2/18/1988	1,523,748 2/7/1989	2/7/2029	Registered	35,42
FLOWERS ALL HOURS	USA	76/423,694 6/21/2002	2,757,371 8/26/2003	8/26/2023	Registered	35
FLOWERS DIRECT	USA	74/177,408 6/18/1991	1,779,145 6/29/1993	6/29/2023	Registered	35
FLOWERS IN HOURS	USA	85/449,395 10/17/2011	5,041,271 9/13/2016	9/13/2022	Registered	35

Mark	Country	App No/ App Date	Reg No/ Reg Date	Next Deadline	Status	Class(es)
FLOWERS SAY IT BETTER, FTD SAYS IT BEST	USA	85/216,877 1/3/2011	4,505,632 4/1/2014	4/1/2020	Registered	35
	USA	76/149,481 10/18/2000	2,619,889 9/17/2002	9/17/2022	Registered	35,39
FLOWERS U.S.A. & Design	USA	76/200,104 1/26/2001	2,729,940 6/24/2003	6/24/2023	Registered	38,42
	USA	76/389,147 4/1/2002	2,669,047 12/31/2002	12/31/2022	Registered	31
FOR ALL YOU DO	USA	75/793,297 9/7/1999	2,385,454 9/12/2000	9/12/2020	Registered	35
FTD	USA	75/185,738 10/22/1996	2,219,418 1/19/1999	1/19/2029	Registered	35
FTD	USA	73/796,730 5/1/1989	1,576,429 1/9/1990	1/9/2020	Registered	21,22,25,28,38,42
FTD	USA	73/146,031 12/19/1977	1,108,614 12/12/1978	6/12/2019 (grace)	Registered	16
FTD	USA	72/238,070 2/4/1966	844,748 2/20/1968	2/20/2028	Registered	35
FTD	USA	85/821,238 1/11/2013	4,527,843 5/3/2014	5/13/2020	Registered	31,35
FTD & Design	USA	85/821,161 1/11/2013	4,702,097 3/17/2015	3/17/2021	Registered	31,35
FTD & MMIE	USA	73/265,622 6/9/1980	1,231,300 3/15/1983	3/15/2023	Registered	35,42
FTD & MMIE	USA	73/261,130 5/7/1980	1,226,443 2/8/1983	2/8/2023	Registered	16,25,27
FTD & MMIE	USA	72/236,983 1/21/1966	821,318 12/27/1966	12/27/2026	Registered	35
FTD & MMIE	USA	77/642,260 12/31/2008	3,830,102 8/10/2010	8/10/2020	Registered	8, 14, 16, 18, 21 & 25
FTD & MMIE	USA	77/647,282 1/11/2009	4,020,9829/6/2 011	9/6/2021	Registered	35,36,38,39,41,42
FTD & MMIE	USA	77/685,621 3/6/2009	3,890,732 12/14/2010	12/14/2020	Registered	35

Mark	Country	App No/ App Date	Reg No/ Reg Date	Next Deadline	Status	Class(es)
FTD & MME	USA	78/225,933 3/14/2003	3,006,400 10/11/2005	10/11/2025	Registered	1,31
FTD & MME	USA	78/704,511 8/31/2005	4020245 8/30/2011	8/30/2021	Registered	16
FTD COLLEGE ROSE COLLECTION	USA	85/441,522 10/6/2011	4,374,421 7/20/2013	7/30/2019	Registered	31
FTD FLOWERS ALL HOURS & Design	USA	76/423,692 6/21/2002	2,754,301 8/19/2003	8/19/2023	Registered	35
FTD FRESHFLOWERS (STYLIZED)	USA	76/006,215 3/21/2000	2,478,658 8/14/2001	8/14/2021	Registered	35
FTD MERCURY X	USA	77/549,996 8/18/2008	4038858 10/11/2001	10/11/2021	Registered	9,36,38,42
FTD MME	USA	76/109,308 8/15/2000	2,672,801 1/7/2003	1/7/2023	Registered	35
FTD SOURCE	USA	87/229,530 11/8/2016	5,419,271 3/6/2018	3/6/2024	Registered	42
FTD.COM	USA	75/820,658 10/12/1999	2,403,957 11/14/2000	11/14/2020	Registered	36,38,39
FTD.COM & MME	USA	75/827,340 10/20/1999	2,450,168 5/8/2001	5/8/2021	Registered	36,38,39
FTDIMAIL	USA	76/443,002 8/22/2002	2,713,449 5/6/2003	5/6/2023	Registered	38
FUN IN THE SUN	USA	74/324,864 10/23/1992	1,850,397 8/16/1994	8/16/2024	Registered	31
GIFTSENSE	USA	78/320,488 10/29/2003	2,953,675 5/17/2005	5/17/2025	Registered	35
GOOD NEIGHBOR DAY	USA	75/134,299 7/15/1996	2,055,537 4/22/1997	4/22/2027	Registered	42
GROWN + GATHERED	USA	87/882,399 4/18/2018		11/17/2019 Response Due	Filed	31
INTERNATIONAL RETRANS BY FTD & Design	USA	76/006,209 3/1/2000	2,493,561 9/25/2001	9/25/2021	Registered	38
KEEPSAKE ROSES	USA	85/744,501 10/3/2012	4,511,667 4/8/2014	4/8/2020	Registered	31

Mark	Country	App No/ App Date	Reg No/ Date	Next Deadline	Status	Class(es)
LASTING ROMANCE	USA	76/389,172 4/1/2002	2,706,666 4/15/2003	4/15/2023	Registered	31
LOVING THOUGHTS	USA	74/694,192 6/26/1995	1,988,401 7/23/1996	7/23/2026	Registered	31
MARKET FOR YOU	USA	86/382,879 9/2/2014	4,746,849 6/2/2015	6/2/2021	Registered	35
MERCURY	USA	75/304,956 6/6/1997	2,437,785 3/27/2001	3/27/2021	Registered	38
MERCURY	USA	75/210,036 12/9/1996	2,346,281 5/2/2000	5/2/2020	Registered	9
MERCURY	USA	73/708,271 1/29/1988	1,503,001 9/6/1988	9/6/2028	Registered	16,35,42
MERCURY ADVANTAGE	USA	76/171,627 11/27/2000	2,712,593 5/6/2023	5/6/2023	Registered	9
MERCURY CONNECT	USA	77/912,763 1/15/2010	4,418,828 10/15/2013	10/15/2019	Registered	9,36,38,42
MERCURY DIRECT	USA	75/894,192 1/9/2000	2,494,001 10/2/2001	10/2/2021	Registered	38
MERCURY DIRECT	USA	76/006,208 3/21/2000	2,531,418 1/22/2002	1/22/2022	Registered	38
MERCURY NETWORK	USA	73/175,706 6/23/1978	1,116,187 4/3/1979	4/3/2019	Registered	38
MERCURY TECHNOLOGY & Design	USA	76/523,291 5/12/2003	3,122,333 8/1/2006	8/1/2026	Registered	9,35,36,38,42
MME	USA	86/757,793 9/15/2015	5,214,664 5/30/2017	5/30/2023	Registered	31, 35, 36, 39, 42
MME WITH CIRCLE	USA	86/757,801 9/15/2015		9/27/2019 SOU or EOT due	Allowed	31, 35, 36, 39, 42
NATURE'S FLORA	USA	85/677,888 7/16/2012	4,653,281 12/9/2014	12/9/2020	Registered	31, 35
REMEMBRANCE BOUQUET	USA	73/010,814 1/14/1974	1,011,660 5/27/1975	5/27/2025	Registered	31
RETRANS	USA	73/367,314 6/1/1982	1,269,424 3/6/1984	3/6/2024	Registered	35

Mark	Country	App No/ App Date	Reg No/ Date	Reg	Next Deadline	Status	Class(es)
ROSES WITH HUGGS	USA	78/291,306 8/22/2003	2,953,583 5/17/2005		5/17/2025	Registered	31
ROSES.COM & Design	USA	86/876,854 1/15/2016	5,330,349 11/7/2017		11/7/2023	Registered	31, 35, 39
SAY IT YOUR WAY	USA	77/664,678 2/5/2009	3,669,210 8/18/2009		8/18/2019	Registered	31
SAY IT YOUR WAY	USA	85/164,876 10/29/2010	5,054,810 10/4/2016		10/4/2022	Registered	35
SAY MORE WITH FLOWERS	USA	88/015,218 6/26/2018	5,699,420 3/12/2019		3/12/2025	Registered	31, 35, 39
SIMPLY EASIER. SIMPLY BETTER. SIMPLY MERCURY	USA	77/421,202 3/13/2008	3,848,243 9/14/2010		9/14/2020	Registered	9,35
SPRING GARDEN	USA	74/702,378 7/14/1995	2,044,937 3/11/1997		3/11/2027	Registered	31
SWEET SURPRISES	USA	74/436,242 9/16/1993	1,888,010 4/4/1995		4/4/2025	Registered	31
SWEETHEARTS	USA	76/389,148 4/1/2002	2,669,048 12/31/2002		12/31/2022	Registered	31
THANKS A BUNCH	USA	74/375,967 4/6/1993	1,823,059 2/22/1994		2/22/2024	Registered	31
THE FLOWER EXPERTS	USA	77/647,928 1/12/2009	3,999,887 7/19/2011		7/19/2021	Registered	31
THE FTD BELOVED BOUQUET	USA	76/441,203 8/13/2002	2,693,320 3/4/2003		3/4/2023	Registered	31
THE FTD EXPRESSIONS COLLECTION	USA	85/869,113 3/6/2013	4,822,507 9/29/2015		9/29/2021	Registered	31, 35
THE FTD MY ONE AND ONLY BOUQUET	USA	76/441,204 8/13/2002	2,693,321 3/4/2003		3/4/2023	Registered	31
THE FTD ROSE	USA	85/807,180 12/19/2012	4,593,631 8/26/2014		8/26/2020	Registered	31
THE WEDDING EXPERTS	USA	85/160,867 10/26/2010	4,529,851 5/13/2014		5/13/2020	Registered	31, 35
TIMELESS TRIBUTE	USA	78/364,973 2/9/2004	2,946,070 5/3/2005		5/3/2025	Registered	31

Mark	Country	App No/ App Date	Reg No/ Reg Date	Next Deadline	Status	Class(es)
TOUCH OF SPRING	USA	76/180,706 12/14/2000	2,767,362 9/23/2002	9/23/2013	Registered	31
WEBGIFTS	USA	76/531,464 7/22/2005	2,962,815 6/21/2005	6/21/2025	Registered	35,36,42
WEBGIFTS & Design	USA	76/531,463 7/22/2003	2,959,048 6/7/2005	6/7/2025	Registered	35,36,42

PROVIDE COMMERCE, INC. TRADEMARK SCHEDULE

Mark	Country	Appl.#	Reg.#	Next Deadline	Status	TM Class
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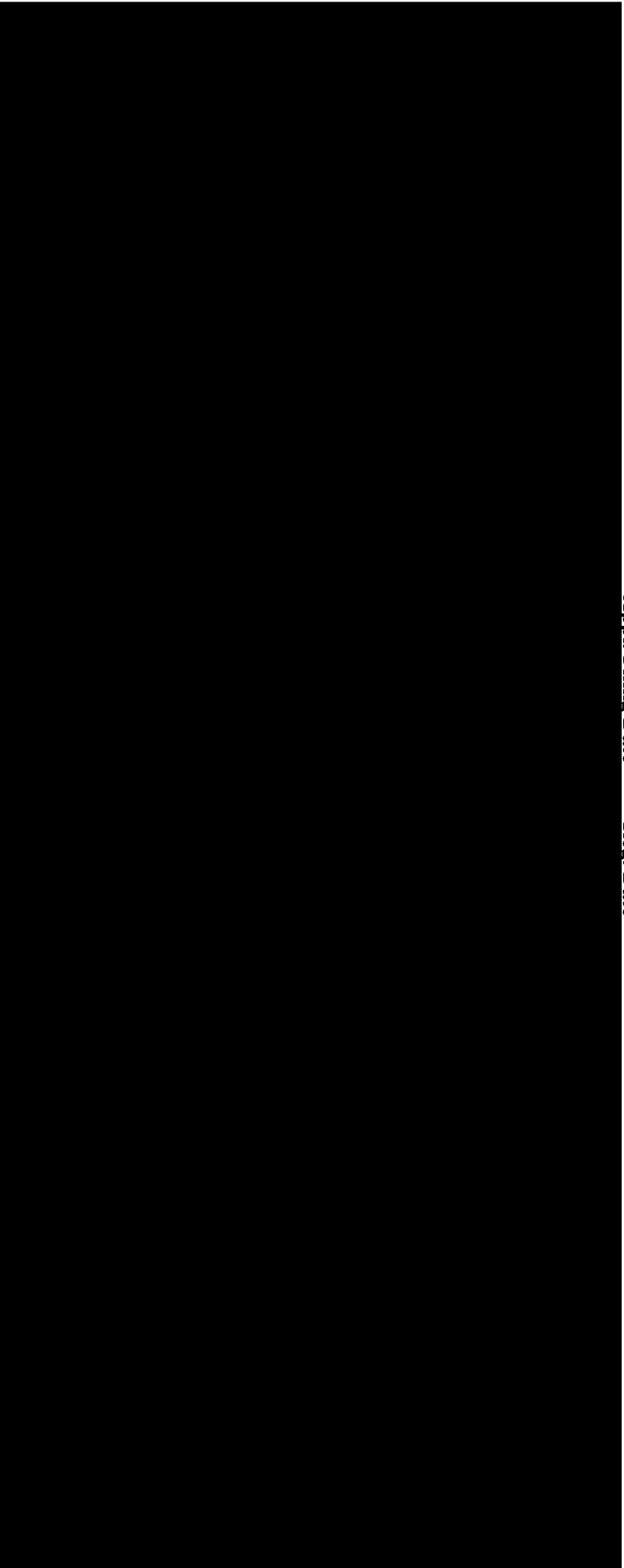
Appl. Filing Date

Reg. Date

Next Deadline

Status

TM Class

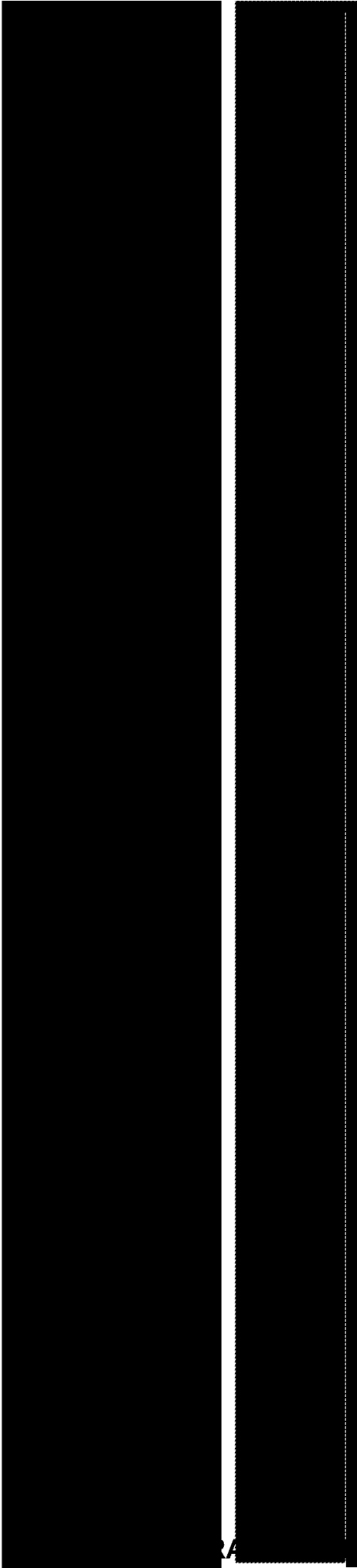


PROFLOWERS	USA	75/517,316	2,476,976	8/14/2021	Registered	35
		7/13/1998	8/14/2001			
PROGIFTER	USA	87/279,543	5,541,807	8/14/2024	Registered	35, 39
		12/23/2016	8/14/2018			
PROPLANTS	USA	85/124,822	4,050,512	11/1/2021	Registered	35
		9/8/2010	11/1/2011			

Mark	Country	Appl.#	Reg.#	Next Deadline	Status	TM Class
PROPLANTS FAVICON	USA	85/191,654	3,957,939	5/10/2021	Registered	35
		12/6/2010	5/10/2011			

Mark	Country	Appl.#	Reg.#	Next Deadline	Status	TM Class
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Appl. Filing Date	Reg. Date
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KALLA	USA	86/128,837	4,931,881	4/5/2022	Registered	31
		11/25/2013	4/5/2016			
PERFECTLY PAIRED	USA	86/878,144	5,228,966	6/20/2023	Registered	31
		1/18/2016	6/20/2017			

