

Amended Interim Designation of Agent to Receive Notification of Claimed Infringement

Full Legal Name of Service Provider: Provide Commerce, Inc.

Alternative Name(s) of Service Provider (including all names under which the service provider is doing business): ProFlowers.com, RedEnvelope.com, CherryMoonFarms.com, Berries.com (Shari's Berries), UptownPrime.com, flowerfarm.com, FloristExpress.net and PersonalCreations.com.

Address of Service Provider: 4840 Eastgate Mall, San Diego, CA 92121

Name of Agent Designated to Receive Notification of Claimed Infringement: Blake T. Bilstad, Esq.

Full Address of Designated Agent to which Notification Should be Sent (a P.O. Box or similar designation is not acceptable except where it is the only address that can be used in the geographic location):
Office of the General Counsel, Provide Commerce, Inc., 4840 Eastgate Mall, San Diego, CA 92121

Telephone Number of Designated Agent: 858-729-2800

Facsimile Number of Designated Agent: 858-638-4708

Email Address of Designated Agent: legal@providecommerce.com

Identify the Interim Designation to be Amended, by Service Provider Name and Filing Date, so that it may be Readily Located in the Directory Maintained by the Copyright Office: Provide Commerce, Inc. dated January 18, 2005, received on March 4, 2005, and scanned on March 16, 2005.

Signature of Officer or Representative of the Designating Service Provider:

[Redacted Signature] Date: 8/3/10

Typed or Printed Name and Title: Blake T. Bilstad, Esq., Senior Vice President, General Counsel and Secretary

Note: This Amended Interim Designation Must be Accompanied by a Filing Fee* Made Payable to the Register of Copyrights.

*Note: Current and adjusted fees are available on the Copyright website at www.copyright.gov/docs/fees.html

Mail the form to:
Copyright GC/RRP
P.O. Box 71537
Washington, DC 20024

Received
AUG 16 2010
Copyright Office



cc office

Scanned
SEP 14 2010