

**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, CherryMoonFarms.com, UptownPrime.com, flowerfarm.com, FloristExpress.net

Address of Service Provider: 5005 Wateridge Vista Drive, 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., 5005 Wateridge Vista Drive,
San Diego, CA 92121

Telephone Number of Designated Agent: 858-638-4900

Facsimile Number of Designated Agent: 858-638-4708

Email Address of Designated Agent: legal@providecommerce.com

Signature of Officer or Representative of the Designating Service Provider:

Date: January 18, 2005

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

**Note: This Interim Designation Must be Accompanied by a \$30 Filing Fee
Made Payable to the Register of Copyrights.**

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