

1 800 FLOWERS COM INC  
 Form 4  
 March 06, 2015

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 MCCANN JAMES F

2. Issuer Name and Ticker or Trading Symbol  
 1 800 FLOWERS COM INC  
 [FLWS]

5. Relationship of Reporting Person(s) to Issuer  
 (Check all applicable)

(Last) (First) (Middle)

ONE OLD COUNTRY ROAD, SUITE 500

3. Date of Earliest Transaction (Month/Day/Year)  
 03/04/2015

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
 Chairman and CEO

(Street)

CARLE PLACE, NY 11514

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------|
|                                 |                                      |                                                    | Code                           | V                                                                 | Amount                                                                                        | (A) or (D)                                               | Price                             |
| Class A Common Stock            | 03/04/2015                           |                                                    | M                              |                                                                   | 25,000                                                                                        | A                                                        | \$ 6.52 277,898                   |
| Class A Common Stock            | 03/04/2015                           |                                                    | S                              |                                                                   | 25,000                                                                                        | D                                                        | \$ 12.62 252,898<br>(1)           |
| Class A Common Stock            | 03/05/2015                           |                                                    | M                              |                                                                   | 25,000                                                                                        | A                                                        | \$ 6.52 277,898                   |
| Class A Common Stock            | 03/05/2015                           |                                                    | S                              |                                                                   | 25,000                                                                                        | D                                                        | \$ 252,898                        |

Common Stock 12.56  
(2)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|
|                                            |                                                        |                                      |                                                    | Code                           | V (A) (D)                                                                               | Date Exercisable Expiration Date                         | Title Amount or Number of Shares                              |
| Stock Option (Right to Buy)                | \$ 6.52                                                | 03/04/2015                           |                                                    | M                              | 25,000                                                                                  | 10/13/2007 <sup>(3)</sup> 10/13/2015                     | Class A Common Stock 25,000                                   |
| Stock Option (Right to Buy)                | \$ 6.52                                                | 03/05/2015                           |                                                    | M                              | 25,000                                                                                  | 10/13/2007 <sup>(3)</sup> 10/13/2015                     | Class A Common Stock 25,000                                   |

## Reporting Owners

| Reporting Owner Name / Address                                               | Relationships |           |                  |       |
|------------------------------------------------------------------------------|---------------|-----------|------------------|-------|
|                                                                              | Director      | 10% Owner | Officer          | Other |
| MCCANN JAMES F<br>ONE OLD COUNTRY ROAD<br>SUITE 500<br>CARLE PLACE, NY 11514 | X             | X         | Chairman and CEO |       |

## Signatures

/s/James F. McCann 03/06/2015

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$12.57 to \$12.69, inclusive. The reporting person undertakes to provide to 1-800-FLOWERS.COM, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.

(2) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$12.55 to \$12.60, inclusive. The reporting person undertakes to provide to 1-800-FLOWERS.COM, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.

(3) The option became exercisable with respect to 40% of the shares on October 13, 2007, which was the second anniversary of the date on which the option was granted, and became exercisable for an additional 20% on each of October 13, 2008, October 13, 2009 and October 13, 2010.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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