

1 800 FLOWERS COM INC

Form 4

March 31, 2016

**FORM 4****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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

## OMB APPROVAL

OMB  
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response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**SHEA WILLIAM E**

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**

(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
**02/02/2016**

\_\_\_\_ Director \_\_\_\_ 10% Owner  
☒ Officer (give title below) \_\_\_\_ Other (specify below)  
**Chief Financial Officer & SVP**

**CARLE PLACE, NY 11514**

(City) (State) (Zip)

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

**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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price		
Class A Common Stock	02/02/2016		A		6,748	A	\$ 0	243,682	D
Class A Common Stock	03/29/2016		M		75,820	A	\$ 3.11	319,502	D
Class A Common Stock	03/29/2016		S		51,746	D	\$ 7.1 <sup>(1)</sup>	267,756	D
Class A	03/30/2016		M		9,779	A	\$	277,535	D

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Common					3.11		
Stock							
Class A					\$		
Common	03/30/2016		S	8,853	D	7.43	268,682 D
Stock						(2)	

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

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SEC 1474  
(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)	8. Amount or Number of Shares
Stock Option (Right to Buy)	\$ 3.11	03/29/2016		M	75,820	(3) 05/05/2016	Common Stock	75,820
Stock Option (Right to Buy)	\$ 3.11	03/30/2016		M	9,779	(3) 05/05/2016	Common Stock	9,779

## Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
SHEA WILLIAM E ONE OLD COUNTRY ROAD SUITE 500 CARLE PLACE, NY 11514	Chief Financial Officer & SVP

## Signatures

/s/William E.  
Shea

03/31/2016

    \*\*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 disposed of in multiple transactions at prices ranging from \$6.76 to \$7.36, 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 disposed of in multiple transactions at prices ranging from \$7.21 to \$7.55, 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) Options were granted on May 5, 2009 and ratably vest over a 3 year period.

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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