

MCCANN CHRISTOPHER G  
Form 4  
October 15, 2018

**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 CHRISTOPHER G

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)  
10/11/2018

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

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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Class A Common Stock	10/11/2018		M		12,500	A	\$ 1.79 937,328
Class A Common Stock	10/11/2018		S		12,500	D	\$ 11.05 924,828 (1)
Class A Common Stock	10/12/2018		M		12,500	A	\$ 1.79 937,328
Class A Common Stock	10/12/2018		S		12,500	D	\$ 11.1 924,828

Common Stock	(2)			
Class A Common Stock		172,944	I	I (3)
Class A Common Stock		263,881	I	I (3)
Class A Common Stock		278,000	I	I (3)
Class A Common Stock		110	I	I (4)

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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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)	8. Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (Right to Buy)	\$ 1.79	10/11/2018		M	12,500	(5) 10/26/2020	Class A Common Stock	12,500	
Stock Option (Right to Buy)	\$ 1.79	10/12/2018		M	12,500	(5) 10/26/2020	Class A Common Stock	12,500	

## Reporting Owners

Reporting Owner Name / Address	Relationships
Reporting Owners	

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	Director	10% Owner	Officer	Other
MCCANN CHRISTOPHER G ONE OLD COUNTRY ROAD SUITE 500 CARLE PLACE, NY 11514	X	X	CEO and President	

## Signatures

/s/Christopher G.  
McCann 10/15/2018

  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).  
The price in Column 4 is a weighted average price. The shares were disposed of in multiple transactions ranging from \$11.00 to \$11.23 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.  
The price in Column 4 is a weighted average price. The shares were disposed of in multiple transactions ranging from \$11.00 to \$11.28 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) Shares held by a Grantor Retained Annuity Trust of which Reporting Person is the Trustee.
- (4) Shares held by Reporting Person as custodian for his son.
- (5) The options were granted on 10/26/10 and vested ratably over 8 years.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.