

MCCANN CHRISTOPHER G

Form 4

October 15, 2018

**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  
Number: 3235-0287  
Expires: January 31,  
2005  
Estimated average  
burden hours per  
response... 0.5

(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

3. Date of Earliest Transaction  
(Month/Day/Year)  
10/11/2018

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

(Street)

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

CARLE PLACE, NY 11514

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

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.**

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
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title
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	

Edgar Filing: MCCANN CHRISTOPHER G - Form 4

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                      Date  
Person

## 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.