

T02000000040

ROGERS TOWERS

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December 12, 2001

Registration Section
Division of Corporations
409 E. Gaines Street
Tallahassee, Florida 32399

Via Overnight Delivery

900004730269--1
-12/18/01--01034--009
*****87.50 *****87.50

Re: Florida Service Mark Application for:

Mark: Look and Share Be Motorcycle Aware
Applicant: Foundation for Motorcycle Awareness, Inc.

Dear Sir or Madame:

Please find enclosed the following documents for filing:

1. Service mark application for the mark "Look and Share Be Motorcycle Awareness" (1 copy)
2. Check number 10134 in the amount of \$87.50
3. Three specimens showing use of the mark.

Please call me at (904) 346-5573 if you have any questions.

Sincerely yours,

Richard S. Vermut

Name Availability	
Document Examiner	DCC
enclosure Updater	DCC
Updater Verifier	DCC
Acknowledgement	DCC
W. P. Verifier	DCC

FILED
02 JAN 18 PM 12:25
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

Class 41

T02000000040

6 pages

101000029433



FLORIDA DEPARTMENT OF STATE
Katherine Harris
Secretary of State

December 27, 2001

RICHARD S. VERMUT
ROGERS TOWERS
1301 RIVERPLACE BLVD., STE 1500
JACKSONVILLE, FL 32207-1811

SUBJECT: LOOK AND SHARE BE MOTORCYCLE AWARE
Ref. Number: W01000029433

We have received your document for LOOK AND SHARE BE MOTORCYCLE AWARE and your check(s) totaling \$87.50. However, the enclosed document has not been filed and is being returned for the following correction(s):

Class(es) 41 would appear applicable to your specific mark. Please delete the class(es) you have on line 2 (d) and insert the pertinent class(es) 41.

Please return your document, along with a copy of this letter, within 60 days or your filing will be considered abandoned.

If you have any questions concerning the filing of your document, please call (850) 245-6913.

Diane Cushing
Corporate Specialist

Letter Number: 701A00067277

APPLICATION FOR TITLE REGISTRATION OF A TRADEMARK OR SERVICE MARK
PURSUANT TO CHAPTER 495, FLORIDA STATUTES

TO: **Division of Corporations**
Post Office Box 6327
Tallahassee, FL 32314

Name & address to whom acknowledgment should be sent:

Richard S. Vermut, Esquire
1301 Riverplace Boulevard, Suite 1500
Jacksonville, Florida 32207
(904) 346-5573
Daytime Telephone number

PART I

1. (a) Applicant's name: Foundation for Motorcycle Awareness, Inc.

(b) Applicant's business address: Attn: Rebecca J. Mariotti, 1301 Riverplace Boulevard, Suite 1500
Jacksonville, Florida 32207

City/State/Zip

(c) Applicant's telephone number: (904) 346-5559

Individual Corporation Joint Venture Other: Florida Non-Profit Corporation
 General Partnership Limited Partnership Union

FILED
OCT 18 PM 12:25
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

If other than an individual,

(1) Florida registration number: N01000006393 (2) Domicile State: Florida

(3) Federal Employer Identification Number: 59-3746658

2. (a) If the mark to be registered is a service mark, the services in connection with which the mark is used:
(i.e., furniture moving services, diaper services, house painting services, etc.)

Promoting awareness and education of the general driving public to lower the number of injuries and fatalities of
motorcyclists and vehicle operators by drivers of motor vehicles.

(b) If the mark to be registered is a trademark, the goods in connection with which the mark is used:
(i.e., ladies sportswear, cat food, barbecue grills, shoe laces, etc.)

(c) The mode or manner in which the mark is used: (i.e., labels, decals, newspaper advertisements, brochures, etc.):

Brochures, promotional materials and on-line an internet web-site and bill boards

(Continued)

(d) The class(s) in which goods or services fall:

Class 41

PART II

1. Date first used by the applicant, predecessor, or a related company (must include month, day and year):

(a) Date first used anywhere: November 3, 2001 (b) Date first used in Florida: November 3, 2001

PART III

1. The mark to be registered is: (If logo/design is included, please give brief written description which must be 25 words or less.)

"LOOK AND SHARE BE MOTORCYCLE AWARE."

English Translation _____

2. DISCLAIMER (if applicable)

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM "

" APART FROM THE MARK AS SHOWN.

I, Rebecca J. Mariotti, being sworn, depose and say that I am the owner and the applicant herein, or that I am authorized to sign on behalf of the owner and applicant herein, and no other person except a related company has the right to use such mark in Florida either in the identical form or in such near resemblance as to be likely to deceive or confuse or to be mistaken therefor. I make this affidavit and verification on my/the applicant's behalf. If further acknowledge that I have read the application and know the contents thereof and that the facts stated herein are true and correct.

Foundation for Motorcycle Awareness, Inc.

Typed or printed name of applicant

Rebecca J. Mariotti

MARIOTTI

Rebecca J. Mariotti, Director

Applicant's signature or authorized person's signature

(List name and title)

FILED
JAN 18 PM 12:25
CLERK OF STATE
TALLAHASSEE FLORIDA

STATE OF FLORIDA

COUNTY OF DUVAL

On this 8th day of January, 2002 personally appeared before me, Rebecca J. Mariotti, a Director of Foundation for Motorcycle Awareness, Inc.



who is personally known to me



whose identity I proved on the basis of _____

Melissa McCall

Notary Public Signature

Melissa McCall

Notary's Printed Name

My Commission Expires: 2006

(Seal)



Melissa Ann McCall
MY COMMISSION # DD081445 EXPIRES
January 1, 2006
BONDED THRU TROY FAIN INSURANCE, INC.



The mission of the Foundation is:

To lower the number of injuries and fatalities of motorcyclists caused by drivers of motor vehicles violating the right-of-way of the motorcyclist through the promotion of awareness and education of the general driving public.

The idea for a group dedicated to making the general driving public of Florida more aware of motorcyclists had been floating between Hark and Monk since the inception of Dixie Biker Illustrated. Several events in 2001 brought an idea to fruition.

February 2001. Hark attempted to get some interest going in our Legislature about getting a Proclamation passed that would name March as Motorcycle Awareness Month in Florida. He was rebuffed in his efforts for several reasons: he was just one man against an entire system; we had no time to lobby; and we had no time to ask Dixie Biker Illustrated readers to help in the efforts.

Many states, Florida included, have May designated as Motorcycle Awareness Month because it is the start of the traditional riding season. That is not the case in Florida. We ride year-round and March is the month of Bike Week. A half a million bikers would be in Daytona for the event; the driving public would already be aware of motorcyclists; and we thought a proclamation from Governor Bush would reinforce awareness to the driving public. It would, hopefully, get air-play and newspaper space during a critical time of year. One other thing that's really driving us is that Florida has over 240,000 registered motorcycles, trailing only California and Ohio. Further, it has an aging population with driver's licenses that are renewable by mail for up to twelve years. That's right - no eye examination required. No testing, written or driving, either.

April 2001. Rusty McIntire, a good friend of Fly and Lexy, two of Dixie Biker Illustrated's moto-journalists was killed while riding home from work. Rusty was traveling about 50 mph when a driver pulled out in front of his Goldwing. Rusty left a widow and four children. Lexy wrote an article that touched the hearts of our readers and elicited several letters to the editor.

June 2001. Fly was riding home from work, traveling about forty in a 55 mph zone, when a van pulled directly in his path. Fifteen feet is not enough room to stop a Road King. He went down. The Road King is in three pieces, his right leg is in thirteen. He may walk again in the Summer of 2002.

July 2001. Dixie Biker Illustrated publishes Lexy's article on Fly's accident. It publishes a Letter to the Editor from Becky Mariotti and asks other bikers to get involved.

August 2001. Two meetings are held - one in Jacksonville and one

We Gotta Stop the Killin'
By Monk - Feb 2001

Lexy's "Seed" Article
By Lexy - Feb 2001

Becky's Letter to Editor
By Becky - July 2001

Letter to Editor
March & March - July 2001

Where We're At
By Radley - October 2001

Poker Run Photo Essay
By Monk - July 2001

Board of Directors
coming soon

Our Finances
coming soon -
'cause we ain't
got a whole lot!

in Orlando - to see what type of interest there is in getting this program off the ground in Florida.

September 2001. Seed money is raised through a Poker Run with three start-points: Jacksonville, Gainesville and Daytona areas all riding to Palatka. About 100 motorcyclists participate and offer input regarding the goals and mission of what we're trying to do.

The Foundation is incorporated as a Non-profit Corporation in Florida.

Necessary forms and paperwork are filed to secure a ruling from the Internal Revenue Service to be a Tax Exempt organization under 501(c)(3).

Necessary forms to register Trademarks, logos and slogans are filed to protect intellectual ideas of members of the Foundation.



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Since October 1, 2001