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T03-1382

W03-30451

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FLORIDA DEPARTMENT OF STATE
Glenda E. Hood
Secretary of State

October 20, 2003

JUDITH L. IRVIN, EXECUTIVE DIRECTOR
772 RHODEN COVE ROAD
TALLAHASSEE, FL 32312-1041

SUBJECT: LITERACY PLANNING TOOL
Ref. Number: W03000030451

We have received your document for LITERACY PLANNING TOOL and your check(s) totaling \$87.50. However, the document has not been filed and is being retained in this office for the following:

Although we received your application and check(s), no specimens were included. Section 495.031(5), F.S., requires every trademark and/or service mark application to be accompanied by three specimens (or examples). Please submit three specimens for each class of registration. (NOTE: Letterhead, stationery, envelopes, invoices and mailing labels are not accepted.)

We need three permanent specimens, which may be the same or different. TYPED, HANDWRITTEN or PHOTOCOPIED MATERIALS ARE NOT ACCEPTABLE. We do not accept specimens which have been ALTERED or DEFACED. ANY SIZE SPECIMENS ARE ACCEPTABLE. If your mark falls under the classification of a trademark (classes 1-34), we need the labels, tags, decals, containers, boxes, wrappers or 3 LEGIBLE photographs of the goods or products with the specimen affixed. IF YOUR MARK FALLS UNDER THE CLASSIFICATION OF A SERVICE MARK (CLASSES 35-42), WE NEED SPECIMENS FROM WHICH WE CAN DETERMINE THE SERVICE(S) BEING RENDERED. We will accept magazine and-or newspaper advertisements, brochures or business cards. If business cards are submitted, we must be able to determine the services being rendered. If your mark falls under the classification of both a trade and service mark, we need specimens for both. WE WILL NOT ACCEPT LETTERHEAD STATIONERY, ENVELOPES OR INVOICES AS SPECIMENS.

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) 245-6918.

Nanette Causseaux
Document Specialist Supervisor

Letter Number: 503A00057147

APPLICATION FOR THE 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:

Judith L. Irvin, Executive Director
772 Rhoden Cove Road
Tallahassee, FL 32312-1041
(850) 893-6067
Daytime Telephone number

PART I

1. (a) Applicant's name: National Literacy Project, Inc.

(b) Applicant's business address: 772 Rhoden Cove Road
Tallahassee, FL 32312-1041
City/State/Zip

(c) Applicant's telephone number: (850) 894-6570

Individual Corporation Joint Venture Other:
 General Partnership Limited Partnership Union

If other than an individual,

(1) Florida registration number: 102-2654 (2) Domicile State: Florida

(3) Federal Employer Identification Number: EIN 01-0661139

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.)

Class 41: Education: professional development for educators

(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.)

Literacy Planning Tool is the title of an instrument used by schools to develop and implement
a literacy plan for their school. It is associated with the Knowledge Survey and Literacy Planning Tool
survey.

(Continued)

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

Class 41: Education

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: April, 2, 2002 (b) Date first used in Florida: April 2, 2002

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.)

The words "Literacy Planning Tool"

English Translation NA

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2. DISCLAIMER (if applicable)

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM " Literacy Planning " APART FROM THE MARK AS SHOWN.

I, Judith L. Irvin, 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. I further acknowledge that I have read the application and know the contents thereof and that the facts stated herein are true and correct

National Literacy Project

Typed or printed name of applicant

Judith L. Irvin, Executive Director

Applicant's signature or authorized person's signature (List name and title)

STATE OF Florida

COUNTY OF Leon

On this 15 day of October, 2003, Judith Irvin personally appeared before me,

who is personally known to me whose identity I proved on the basis of

Margarette D. Hiers
Notary Public Signature

(Seal)

Notary's Printed Name

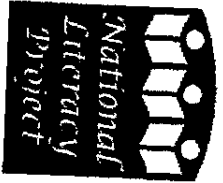
My Commission Expires:

FEE: \$87.50 per class



Margarette D. Hiers
MY COMMISSION # DD032405 EXPIRES
September 21, 2005
BONDED THRU TROY FAIR INSURANCE, INC.

- Implementation Rubric**
- 4 - consistently implemented by self or school
 - 3 - often implemented by self or school
 - 2 - rarely implemented by self or school
 - 1 - never implemented by self or school



- Priority Rubric**
- 4 - critical to self or school success
 - 3 - very important to self or school success
 - 2 - somewhat important to self or school success
 - 1 - not important to self or school success

- Feasibility Rubric**
- 4 - highly feasible with current resources
 - 3 - feasible with current resources
 - 2 - marginally feasible with current resources
 - 1 - not feasible with current resources

Literacy Planning Tool (LPT)

Step 1: Individual Rating of Self and School

The Literacy Planning Tool (LPT) is designed to facilitate improved school literacy programs. The LPT provides a framework for literacy instruction from five perspectives: foundational knowledge, instructional strategies and curriculum materials, assessment, literate environments, and professional development. Through a process of individual analysis, structured discussion, and consensus building, individuals can develop focused Professional Development Plans; and School Literacy Teams can develop and implement a viable School Literacy Plan.

In Step 1, participants in the LPT process examine the 45 items of the LPT to assess their own and their school's literacy practices, using three rubrics:

- **Implementation Rubric** – the degree to which an item is being implemented by the participant or the school
- **Priority Rubric** – the level of importance for the success of the participant or the school
- **Feasibility Rubric** – the level of implementation practicability, for the participant or the school, considering the availability of resources (money, time, materials, professional development)

For each item, participants first focus on their **individual practices**, indicating the degree to which an item is implemented, important, and feasible in their individual work in schools. Rubric rankings for individual practice are placed in columns 1, 2, and 3. Then participants focus on **school practice** for the same item, indicating the degree to which the item is implemented, important, and individual or school practice, participants place "NA" in the appropriate column.

Columns 4 and 8 are used in Step 3 of the LPT process to select personal and school goals for implementation in Professional Development Plans and School Literacy Plans.

Do not duplicate. The Literacy Planning Tool is under development.

Direct any comments or suggestions to Judith Irvin (jirvin@NationalLiteracyProject.org). Copyright © 2003 National Literacy Project. All rights reserved.

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