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(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

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MAIL

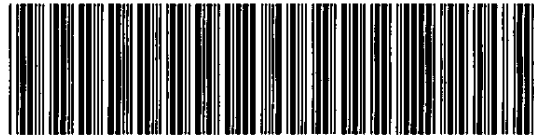
(Business Entity Name)

(Document Number)

Certified Copies _____ Certificates of Status _____

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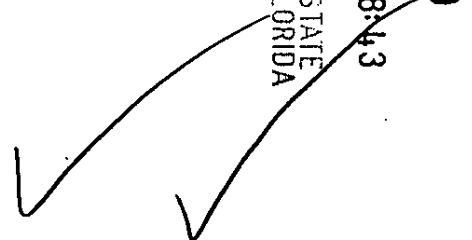


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FILED
06 MAY 24 AM 8:43
SECRETARY OF STATE
TALLAHASSEE, FLORIDA



COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: Florida Trail Gateway Community
(Mark to be registered)

The enclosed Trademark/Service Mark Application, specimens and fee(s) are submitted for filing.

Please return all correspondence concerning this matter to the following:

Deborah R. Stewart-Kent, Executive Director
(Name of Person)

Florida Trail Association, Inc.
(Firm/Company)

5415 SW 13 Street
(Address)

Gainesville Florida 32608
(City/State and Zip Code)

For further information concerning this matter, please call:

Deborah R. Stewart-Kent at (352) 378-8823
(Name of Person) (Area Code & Daytime Telephone Number)

MAILING ADDRESS:
Registration Section
Division of Corporations
P.O. Box 6327
Tallahassee, FL 32314

STREET/COURIER ADDRESS:
Registration Section
Division of Corporations
Clifton Building
2661 Executive Center Circle
Tallahassee, FL 32301

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:

Deborah R. Stewart-Kent ExecDirector
c/o Florida Trail Association, Inc.
5415 SW 13 ST Gainesville FL 32608
(352) 378-8823
Daytime Telephone number

PART I

1. (a) Applicant's name: Florida Trail Association, Inc.

(b) Applicant's business address: 5415 SW 13 Street

Gainesville Florida 32608
City/State/Zip

If different, Applicant's mailing address: _____

City/State/Zip

(c) Applicant's telephone number: (352) 378-8823

☐ Individual ☒ Corporation ☐ Joint Venture ☐ Other: _____
☐ General Partnership ☐ Limited Partnership ☐ Union

If other than an individual,

(1) Florida registration/document number: 708302 ✓ (2) Domicile State: Florida

(3) Federal Employer Identification Number: 23-7079720

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.)

On website, brochures, and signs promoting the Florida Trail, a continuous public hiking trail the

length of the State of Florida through partnerships with the local communities and Florida Trail Association

to encourage appreciation and conservation of the natural beauty of Florida.

(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.)

Printed matter

All Advertising Customer to the Trade

(Continued)

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

Class 35 - Advertising and business

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: May 1, 2006 (b) Date first used in Florida: May 1, 2006

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.)

Florida Trail Gateway Community

English Translation _____

2. DISCLAIMER (if applicable)

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM " "Florida" "Trail"
"Community" " APART FROM THE MARK AS SHOWN.

I, Deborah R. Stewart-Kent, 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

Florida Trail Association, Inc.

Typed or printed name of applicant

Deborah R. Stewart-Kent, Executive Director
Applicant's signature
(List name and title)

FILED
06 MAY 24 AM 8:43
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

STATE OF Florida

COUNTY OF Alachua

On this 12th day of May, 2006, Deborah R. Stewart-Kent personally appeared before me,

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



Diane Wilkins
Notary Public Signature

Diane Wilkins

Notary's Printed Name

My Commission Expires: May 22, 2006

FEE: \$87.50 per class

What Makes Your Community a Florida Trail Gateway Community?



Natural Florida. It's a destination for many of today's visitors to the Sunshine State, who increasingly ask for outdoor experiences, especially for places to hike. Is your community near the Florida Trail? This 1,400-mile National Scenic Trail provides a variety of outdoor experiences throughout Florida to connect visitors to the wonders of nature. If your community offers basic tourism amenities such as lodging and restaurants, then the Florida Trail Association can help you market your town as a nature-based tourism destination, resulting in local economic stimulus and increased public awareness of natural Florida. Casual walkers, day hikers, and weekend backpackers want to enjoy the outdoors, and your community can provide the gateway to their experience.

For a community to apply for Gateway Community status, key criteria include:

- ▶ Proximity to the Florida Trail
- ▶ Availability of accommodations, from hotels to B&Bs to campgrounds
- ▶ Availability of restaurants
- ▶ Additional outdoor recreation opportunities such as other hiking trails, biking trails, paddling, birding, boating, fishing, beaches, etc. or traditional visitor draws such as historic districts, museums, shopping, or major attractions

The process of being designated a Gateway Community begins by bringing together local community leaders, tourism affiliates, business leaders, and members of the Florida Trail Association to discuss the communities' nature-based tourism ideas and needs. A volunteer from your local Florida Trail chapter will become the key contact to assist your community in providing visitors detailed information about the Florida Trail and in setting up a regular series of guided hikes.

A Memorandum of Agreement is then signed to formalize the partnership between the Florida Trail Association and the Gateway Community, spelling out responsibilities. A sample:

The Florida Trail Association will:

- ▶ Actively promote the Gateway Community as a destination through its website and other media
- ▶ Offer outreach materials to the community such as brochures, newsletters, posters, etc.
- ▶ Provide detailed information on hiking opportunities near the community, which can be copied and handed out to visitors
- ▶ Provide periodic guided hikes that depart from the Gateway Community
- ▶ Provide support at local festivals to encourage interest in the Florida Trail
- ▶ Provide two signs with the Florida Trail Gateway Community logo for the community to post prominently at the entrances to their town.

The Gateway Community will:

- ▶ Include the Florida Trail in their promotional materials
- ▶ Make Florida Trail information available to the public at the local visitor center
- ▶ Work with the local Florida Trail chapter to promote periodic guided hikes or develop a 'signature' annual hiking event like the annual Big O Hike around Lake Okeechobee
- ▶ Assist in promoting Florida Hiking Trails Month
- ▶ Keep track of the number of visitors who come to the Gateway Community because they are seeking a destination where they can go hiking
- ▶ Work to attract businesses that support nature-based tourism, such as outfitters and shuttling services
- ▶ Provide moderate discounts on accommodations or special weekend packages for visitors who show their Florida Trail Association membership card

By working together on promotional products, educational resources or signature events, the Florida Trail Association and the Gateway Community can increase each other's ability to apply for targeted grants to assist in the community's efforts towards nature-based tourism development, economic development, and trail-related infrastructure development. We provide the know-how and volunteer support: you provide the destination.



If you think your community would make an ideal Florida Trail Gateway Community, start the process by contacting:

Sandra Friend
Communications Coordinator
Florida Trail Association
5415 SW 13th St.
Gainesville FL 34474
352-378-8823 x15
sandrafriend@floridatrail.org