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SECRETARY OF STATE
TALLAHASSEE, FLORIDA

06 OCT -9 PM 2:33

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COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: BIKETOBERFEST
(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:

JANET KERSEY
(Name of Person)

DAYTONA BEACH AREA CVB
(Firm/Company)

126 E. ORANGE AVE.
(Address)

DAYTONA BEACH, FL 32114
(City/State and Zip Code)

For further information concerning this matter, please call:

JANET KERSEY at (386) 255-0415 Ext. 117
(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:

JANET KERSEY
DAYTONA BEACH AREA CVB
126 E. ORANGE AVE - D. B. FL 32114
(386) 255-0415 X117
Daytime Telephone number

PART I

1. (a) Applicant's name: DAYTONA BEACH AREA Convention and Visitors
(b) Applicant's business address: 126 E. ORANGE AVE. Bureau, Inc.
DAYTONA BEACH, FL 32114
City/State/Zip

If different, Applicant's mailing address: _____
City/State/Zip

- (c) Applicant's telephone number: (386) 255-0415 X117
 Individual Corporation Joint Venture Other: _____
 General Partnership Limited Partnership Union

If other than an individual,

- (1) Florida registration/document number: N19418 ✓ (2) Domicile State: FL
(3) Federal Employer Identification Number: 59-2778577

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.)

Annual Motorcycle Festival w/local and out of town vendors, Bike events, music, & other entertainment for all Food

- (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.)

MEN, WOMEN and childrens clothing, hats, pins, cups, mugs, calendars, etc.

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

Magazine, Internet, newspaper, brochure, poster, calendar card, and misc. promotional item advertising

(Continued)

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

Class 41 Class 25

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: 6/1/93 (b) Date first used in Florida: 6/1/93

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.)

Biketoberfest - Name used as identifier of an
Annual Motorcycle festival held each October in Daytona Beach

English Translation N/A

2. DISCLAIMER (if applicable)

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

I, Janet Kersey, 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

Janet Kersey
Typed or printed name of applicant

Janet Kersey
Applicant's signature
(List name and title) Executive Vice President + COO

STATE OF Florida

COUNTY OF Volusia

On this 2nd day of October, _____, personally appeared before me,

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

TALLAHASSEE, FLORIDA
 SECRETARY OF STATE
 06 OCT -9 PM 2:33
 FILED

Suzanne M. Erdle
Notary Public Signature

Suzanne M. Erdle
Notary's Printed Name

(Seal)

My Commission Expires: _____

FEE: \$87.50 per class





Class 41

● Officially
Licensed
Biketoberfest[®]
Merchandise

Granted by The Daytona Beach Area
Convention and Visitors Bureau

 Daytona
Beach
Big Beach. Big Fun.SM

 MID FLORIDA
SPORTSWEAR, INC.
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& Embroidery
Since 1977!

2415 Bellevue Ave.
Daytona Beach, FL 32114
(800) 365-5632
www.MidFloridaSportsweare.com

Class 25