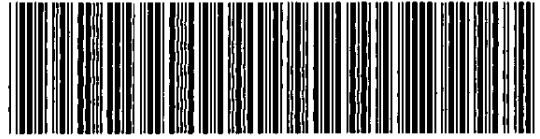


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08/07/09--01018--027 **175.00

Seizures?

W09-36889

(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

PICK-UP WAIT MAIL

(Business Entity Name)

(Document Number)

Certified Copies _____ Certificates of Status _____

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SECRETARY OF STATE
TALLAHASSEE, FLORIDA

N. CAUSSEAU

SEP 10 2009

EXAMINER

COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: Signature Collection

(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:

Brian T. Lower

(Name of Person)

Orange Lake Country Club, Inc.

(Firm/Company)

8505 W. Irlo Bronson Memorial Hwy.

(Address)

Kissimmee, FL. 34747

(City/State and Zip Code)

For further information concerning this matter, please call:

Shannon Powers

(Name of Person)

at (407) 905-1890

(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

(NOTE: The information contained in this cover letter will be included in the permanent record and will be available to the general public.)



FLORIDA DEPARTMENT OF STATE
Division of Corporations

August 14, 2009

BRIAN T. LOWER
ORANGE LAKE COUNTRY CLUB, INC.
8505 W. IRLO BRONSON MEMORIAL HWY.
KISSIMMEE, FL 34747

SUBJECT: SIGNATURE COLLECTION
Ref. Number: W09000036889

We have received your document for SIGNATURE COLLECTION and your check(s) totaling \$175.00. However, the enclosed document has not been filed and is being returned for the following correction(s):

Because you failed to complete the application in its entirety, this office is unable to determine if the proposed mark is available for registration. #2(a) or (b) of Part I and #1 of Part III must be completed before this office can make such a determination. Please amend your application as needed.

You must list a more specific service in #2(a) in Part I of the application.

Pursuant to s. 495.035(5), F.S., this application will be considered abandoned if the applicant fails to reply or resubmit the corrected/amended application within three months from date of this letter.

If you have any questions concerning the filing of your document, please call (850) 245-6918.

Nanette Causseaux
Document Specialist Supervisor

Letter Number: 009A00027754

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

FILED
SEP 10 PM 1:56
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

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

PART I

1. OWNER/APPLICANT: Enter the name and address of the individual or the business entity to be listed as the owner of the Trademark and/or Service Mark on the records of the Florida Department of State.

(a) Owner's/Applicant's name: Orange Lake Country Club, Inc.

(b) Owner's/Applicant's business address: 8505 W. Irlo Bronson Memorial Hwy.

Kissimmee, FL 34747
City/State/Zip

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

(c) Owner's/Applicant's telephone number: (407) 239-0000

Check the appropriate box to indicate the Owner/Applicant is a(n):

- Individual
- Corporation
- Joint Venture
- Limited Liability Company
- General Partnership
- Limited Partnership
- Union
- Other: _____

If the Owner/Applicant is a business entity, the business entity must have an active filing or registration on file with the Florida Department of State. If the Owner/Applicant is not an individual, enter the business entity's Florida registration/document number in #1, the state or country under the laws of which the business entity is currently formed, organized or incorporated under in #2, and the entity's federal employer identification number (EIN) in #3.

(1) Florida registration/document number: F22174 ✓

(2) Domicile State or Country: FL

(3) Federal Employer Identification Number: 58-1434701

2. (a) SERVICE MARK: If the owner/applicant is using the name, logo, design and/or slogan being registered in connection with a type of service, the mark is a service mark. If the mark is a service mark, the applicant/owner must list the specific service(s) the mark is being used in connection with. For example: furniture moving services, diaper services, house painting services, wholesale and retail sales of tractor equipment, etc. If the owner/applicant is using the mark to identify services available in the market place, enter the specific service(s) being rendered here:

(Note: List only those services currently being rendered by the owner/applicant. Do not include future services.)

Accommodations; Signature Collection refers to an upgraded membership that allows purchasers to stay

in enhanced villas and use specialized services.

Page 1A

Accommodations; The *Signature Collection* offers an elevated level of service and pampering. Signature Collection allows customers to access upgrades, enhanced villas and specialized services. Including:

The Signature Collection consists of floor plans ranging in size from 1-bedroom villa to 4-bedroom penthouse suites. Each Signature Collection villa also comes with a host of luxuries such as:

- Concierge Service
- Luxury bath amenities
- 300 thread count linens
- Plush bathrobes
- Gourmet coffee selection
- Daily newspaper delivery
- Miniature golf package**

- Complimentary Lazy River Tube & HIPPO™ Slide Family Pass
- Reserved Pool seating area staffed by a Pool Attendant and featuring upgraded lounge chairs
- Exclusive member check-in
- Midweek villa cleaning

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SECRETARY OF STATE
TALLAHASSEE, FLORIDA

Page 1A

Accommodations; The *Signature Collection* offers an elevated level of service and pampering. Signature Collection allows customers to access upgrades, enhanced villas and specialized services. Including:

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- Concierge Service
- Luxury bath amenities
- 300 thread count linens
- Plush bathrobes
- Gourmet coffee selection
- Daily newspaper delivery
- Miniature golf package**

- Complimentary Lazy River Tube & HIPPO™ Slide Family Pass
- Reserved Pool seating area staffed by a Pool Attendant and featuring upgraded lounge chairs
- Exclusive member check-in
- Midweek villa cleaning

FILED
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SECRETARY OF STATE
TALLAHASSEE, FLORIDA

2. (b) TRADEMARK: If the owner/applicant is using the name, logo, design and/or slogan being registered in connection with an actual product manufactured by the owner/applicant or on the owner/applicant's behalf, the mark is a trademark. If the mark is a trademark, the applicant/owner must list the specific product(s) the name, logo, design and/or slogan is being used to identify. For example: ladies sportswear, cat food, barbecue grills, shoe laces, etc. If the owner/applicant is using the name, logo, design and/or slogan to identify goods available in the market place, enter the specific product(s) the name, logo, design and/or slogan is being used to identify:

(Note: List only those product(s) currently available. Do not include future products.)

2. (c) HOW IS THE NAME, LOGO, DESIGN AND/OR SLOGAN CURRENTLY USED:

SERVICE MARKS: If the name, logo, design and/or slogan are/is being used in connection with a type of service, you must specify the form(s)/mean(s) of advertisement the applicant/owner is using to advertise the services to the general public. For example: newspaper advertisements, business cards, brochures, flyers, pamphlets, menus, etc. If the mark is being used in connection with a type of service, state how the name, logo, design and/or slogan are/is being used in advertising here:

TRADEMARKS: If the name, logo, design and/or slogan are/is being used to identify a product manufactured by or for the applicant/owner, you must specify how the mark is applied or affixed to the actual product or its packaging. For example: a tag, label, imprinted or engraved on the actual product, etc. If the mark is being used in connection with a specific product, state how the name, logo, design and/or slogan is applied or affixed to the actual product(s) or the packaging:

The Logo appears on all brochures, advertising and other ways customary in the trade.

2. (d) FEE(S) AND CLASS(ES): There are a total of 45 classes or categories in which all products or services must be categorized. The fee to register a mark is \$87.50 per class. Make check payable to Florida Department of State.

List the class(es) which apply to the product(s) and/or service(s) listed in 2(a) and/or 2(b) above:

43 & 36

PART II

1. You must state the date the name, logo, design and/or slogan was first used in the state of Florida, and, if it was used in another state or country, the date you first used the name, logo, design and/or slogan in the other state or country. Enter the month, day, and year the name, logo, design and/or slogan was first used by the applicant/owner, the predecessor, or a related company in Florida. If the name, logo, design and/or slogan has been used in another state or country, then you must also enter the month, day, and year the name, logo, design and/or slogan was/were used in another state or country, when applicable.

Note: The Florida Statutes require a mark to be in use prior to registration.

(a) Date first used in other state or country, if applicable: 5/1/2009

(b) Date first used in Florida: 5/1/2009

PART III

ENTER NAME, LOGO, DESIGN AND/OR SLOGAN BEING REGISTERED:

1. Enter the name, a brief description of the logo or design, and/or the slogan you are registering. The description of the logo and/or design must be 25 words or less. List the exact name, slogan, and/or description of the logo/design here: (NOTE: The name, logo, design and/or slogan listed in this section must match the exact name, logo, design and/or slogan listed on your specimens or examples.)

Signature Collection

Signature Collection; The Signature Collection Logo is a gold and red circle with a cursive, uppercase "S" in the center.

Provide the English translation of any and all terms listed #1 above, when applicable: _____

2. **DISCLAIMER STATEMENT** (if applicable):

Your mark may include a word or design that is commonly used by others. Commonly used terms or designs must be disclaimed. When you disclaim a specific term or design, you are acknowledging this term is commonly used by others and that you do not claim the exclusive right to use the disclaimed term or design. All geographical terms and representations of cities, states or countries must be disclaimed (i.e., Miami, Orlando, Florida, the design of the state of Florida, the design of the United States of America, etc.). Corporate suffixes and terms readily associated with the specific product(s) and/or(s) service being provided must also be disclaimed.

Enter all terms listed in #1 above which require a disclaimer in the space provided below:

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM(S) "Signature Collection" APART FROM THE MARK AS SHOWN.

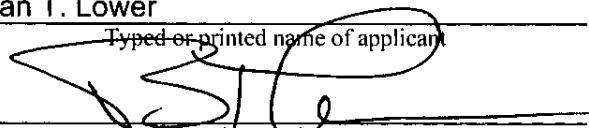
3. ATTACH OR INCLUDE THREE SPECIMENS OR EXAMPLES OF THE TRADEMARK OR SERVICE MARK BEING REGISTERED

Chapter 495, F.S., requires you to submit three specimens (samples or examples) of the mark in use. You must submit three specimens FOR EACH CLASS listed in Part I #2(d). The name, logo, design and/or slogan on the specimens must be identical to the name, logo, design and/or slogan being registered. You may provide three identical specimens or three different specimens. For each service mark class (classes 35-45), you may provide three newspaper advertisements, business cards, brochures, flyers, or any combination thereof. For each trademark class (classes 1-34), you may provide three tags, labels, boxes, etc. or any combination thereof. Photographs of bulky specimens are acceptable if the mark being registered and the good(s) or product(s) are clearly legible.

SIGNATURE OF APPLICANT/OWNER AND NOTARIZATION:

I, Brian T. Lower, 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 to the best of my knowledge no other person except a related company has registered this mark in this state or has the right to use such mark in Florida either in the identical form thereof or in such near resemblance as to be likely, when applied to the goods or services of such other person to cause confusion, to cause mistake or to deceive. 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.

Brian T. Lower

Typed or printed name of applicant


Applicant's signature
(List name and title)

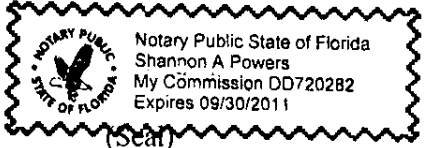
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SECRETARY OF STATE
TALLAHASSEE, FLORIDA

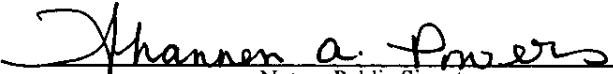
STATE OF Florida

COUNTY OF Orange

On this 31 day of July, 2009, Brian T. Lower personally appeared before me,

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





Notary Public Signature
Shannon A. Powers

Notary's Printed Name

My Commission Expires: 9/30/2011

FILING FEE: \$87.50 per class



Holiday Inn Club Vacations™ Signature Collection*

New, limited *Signature Collection* luxury villa inventory is available for 2010 starting year usage. Discover exceptional service and benefits fashioned and reserved just for you—the discerning owner. An elite level of vacationing where the staff is attentive and amenities are a true expression of you.

Service

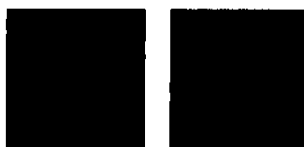
- Full mid-week villa cleaning
- Uniformed concierge and *Signature Collection* staff
- 24-hour concierge/butler service

Villa Amenities

- Private elevator access to your floor
- Luxury bath amenities
- 300-thread-count linens
- Plush bathrobes with *Signature Collection* logo
- Gourmet coffee selection
- Local and national newspapers delivered daily
- Your customized choice of music and DVDs for use during your entire stay—great for the kids!
- Service available to pre-stock villa with groceries, flowers and more according to your selections

Resort Amenities

- Family miniature golf package
- Complimentary Lazy River Tube & The HIPPO™ Slide Family Pass
- Reserved pool seating area staffed by a Pool Attendant
- Reserved, upgraded lounge chairs



Access to The Registry Collection®

- Available to *Signature Collection* owners with 500,000 or more Points through RCI
- Trade your week for stays in exotic luxury destinations around the world
- Includes premier global concierge services 24-hours per day/365-days per year provided by Les Concierges

Cloud 9 Living through Priority Club Rewards®

- Cloud 9 Living offers the most unique experience rewards from across the country. Whether it's driving a NASCAR or cooking lessons, dinner cruises or hot air balloon rides, all experience rewards are guaranteed to be extraordinary.

* Currently available only at Orange Lake Resort.

OFFICIAL SPECIMEN



670-51-66