

T11000000470

(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

☐ PICK-UP

☐ WAIT

☐ MAIL

W11-20809

(Business Entity Name)

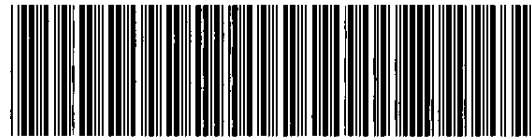
(Document Number)

Certified Copies _____ Certificates of Status _____

Special Instructions to Filing Officer:

**789/526/762/
304/6260**

**None of your specimens
state anything about
the "Sale or marketing
of office equipment."**



200200890492

T11-470

04/12/11--01035--001 **87.50

**FILED
11 MAY 10 AM 11:55
TALLAHASSEE, FLORIDA
SECRETARY OF STATE**

N. CAUSSEAU

MAY 10 2011

EXAMINER

COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: Red/Blue Globe Followed by Berney Followed by 360.
(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:

Roxanne Kosarzycki
(Name of Person)

Global Imaging Systems
(Firm/Company)

3820 Northdale Blvd. Ste 200A
(Address)

Tampa, FL 33624
(City/State and Zip Code)

For further information concerning this matter, please call:

Roxanne Kosarzycki at (813) 960-5508 ext. 20249
(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

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

ROXANNE KOSARZYCKI
SENIOR COUNSEL



GLOBAL IMAGING SYSTEMS INC
Passionate about Customer Productivity

May 4, 2011

Nanette Causseaux
Document Specialist Supervisor
Florida Department of State
Division of Corporations
P.O. Box 6327
Tallahassee, FL 32314

Re: Ref. No. W11000020809

Dear Ms. Causseaux:

Enclosed is the corrected application for the above referenced servicemark request. We have included the necessary notary signature. Further, we have expanded the description provided in paragraph 2(a) to include document management and control. Berney provides a service (the Berney 360 assessment) where the company analyzes the usage of copiers and office equipment by a business, and, based on the assessment, creates a sustainability plan, which may include the addition of new business machines, which assist the business in becoming more environmentally friendly.

The specimens provided, which I have reattached, are actual written marketing materials provided to clients, pages from the company website describing the services, and a slide from the power point presentation presented to clients by company representatives. Also, included in the specimens is the Florida location where the services are being offered.

Should you need any additional information, do not hesitate to contact me at the number provided below.

Sincerely,

Roxanne Kosarzycki
Senior Corporate Counsel



FLORIDA DEPARTMENT OF STATE
Division of Corporations

April 13, 2011

ROXANNE KOSARZYCKI
GLOBAL IMAGING SYSTEMS
3820 NORTHDAL BLVD., SUITE 200A
TAMPA, FL 33624

SUBJECT: BERNEY360 & DESIGN OF RED/BLUE GLOBE FOLLOWED BY
THE WORD "BERNEY" GREY FOLLOWED BY THE NUMBERS THREE SIX
ZERO IN RED WITH A BLUE DOT ON THE ZERO
Ref. Number: W11000020809

We have received your document for BERNEY360 & DESIGN OF RED/BLUE GLOBE FOLLOWED BY THE WORD "BERNEY" GREY FOLLOWED BY THE NUMBERS THREE SIX ZERO IN RED WITH A BLUE DOT ON THE ZERO and your check(s) totaling \$87.50. However, the enclosed document has not been filed and is being returned for the following correction(s):

The notary public's acknowledgement is incomplete. The seal, signature, and expiration date must be affixed. A notary public cannot notarize his own signature.

The specimens provided this office are not acceptable; we need three permanent specimens, **which may be the same or different**. We do not accept camera ready copies. We do not accept specimens which have been altered or defaced in any manner. In order to register your service mark, we need specimens from which we can determine the services being rendered. We will accept brochures, newspaper, or magazine advertisements, or business cards. If business cards are used, we must be able to determine from the business card the services offered. The mere mark, address, city, etc., on the business card, brochure, or advertisement is not acceptable -- we must be able to look at the specimens provided and be able to determine the services being rendered. We need specimens for each class of registration. We DO NOT accept letterhead, stationery, envelopes, invoices or mailing labels.

Please attach your specimens to a copy of this letter or to your corrected application, if it was returned to you for correction(s), and return it/them to this office for processing.

None of the specimens provided state anything about "SALE OR MARKETING

OF OFFICE EQUIPMENT."

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: 911A00008969

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

FILED
11 MAY 10 AM 11:55
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: Berney Office Solutions, LLC

(b) Owner's/Applicant's business address: 10690 John Knight Close
Montgomery, AL 36117
City/State/Zip

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

City/State/Zip

(c) Owner's/Applicant's telephone number: (334) 271-4750

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: MI00000003937 ✓

(2) Domicile State or Country: Alabama

(3) Federal Employer Identification Number: 630872797

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.)

Sales and marketing of office equipment;
document management and control

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:

Marketing materials, including but not limited to, brochures, pamphlets, advertisements, website.

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:

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:

35

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: 3/10/11 - AL

(b) Date first used in Florida: 3/10/11

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.)

Red/Blue Globe followed by the word Berney in grey
followed by the numbers three six zero in red with a
blue dot on the zero.

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)" 360

_____ "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, Roxanne Kosarzycki, 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.

Roxanne Kosarzycki

Typed or printed name of applicant

[Signature] Counsel

Applicant's signature
(List name and title)

STATE OF Florida

COUNTY OF Hillsborough

Sworn to and subscribed before me on this 4th day of May, 2011, ROXANNE KOSARZYCKI
(Name of Individual Signing)

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

(Seal)



[Signature]
Notary Public Signature

DENISE RIZZO

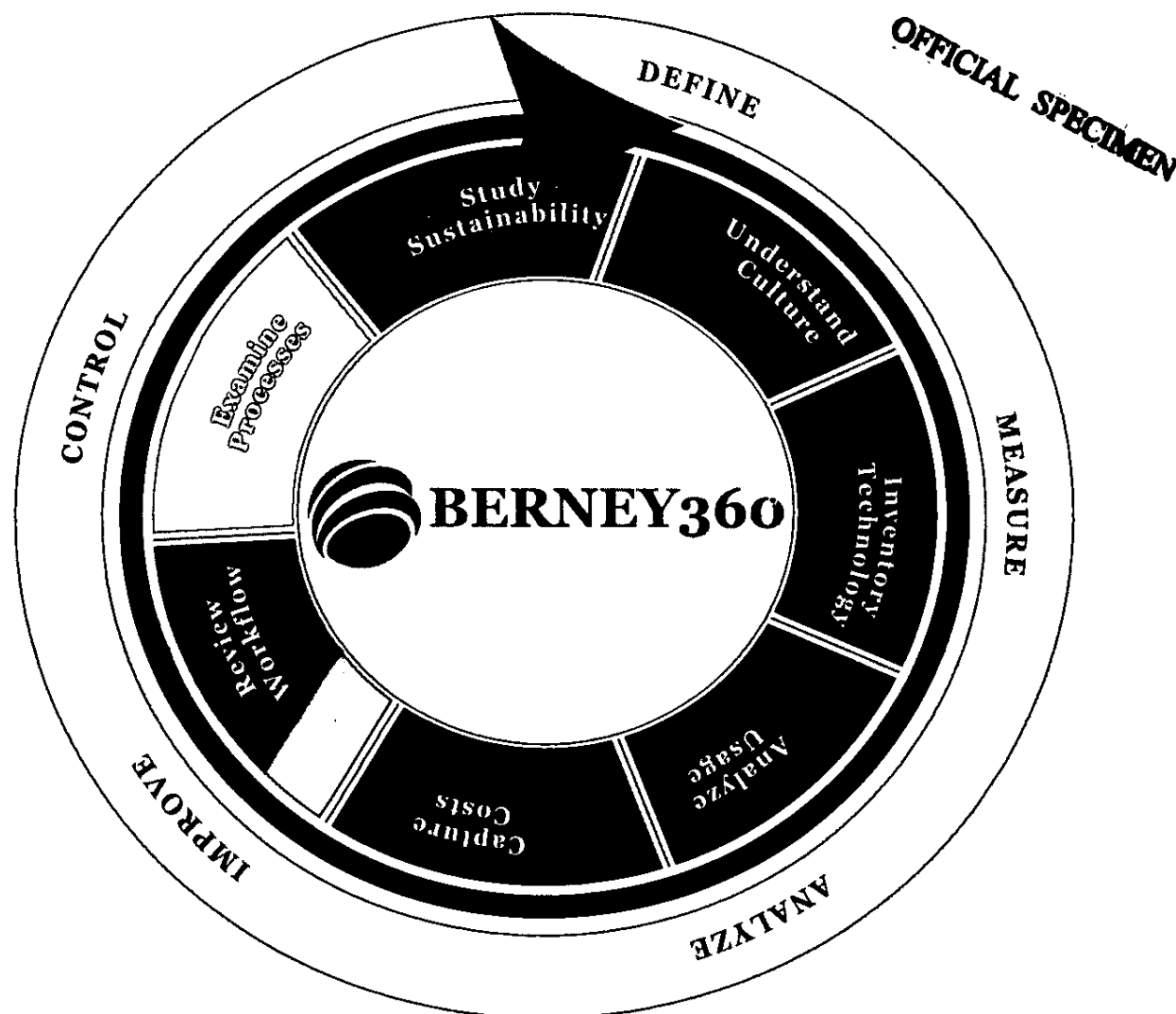
Notary's Printed Name

My Commission Expires: 9-30-2014

FILING FEE: \$87.50 per class

BERNEY360° Assessment

BASED ON A MULTI-SOURCE APPROACH



ABOUT BERNEY360°

BERNEY: We are Alabama's largest and most respected consultancy firm specializing in workflow assessment and optimization. Our business is uniquely positioned to help companies understand true cost breakdown, asset deployment, usage patterns and volumes along with the development of sustainable working practices and continuous improvement initiatives. We have successfully led Fortune 500 companies as well as small organizations – in every industry from healthcare to education and manufacturing – to achieve better financial results, improve operational efficiency and reduce environmental impact.

BERNEY360°™: A revolutionary assessment methodology. The BERNEY 360° Assessment measures the core areas required to achieve true optimization. It is a multi-source approach that delivers a comprehensive snapshot, providing clear visibility into each of seven core business areas. Integrated reporting tools deliver concrete, actionable guidelines for complete alignment of all technology and business process initiatives.

Understand Culture: In-depth look at the key factors of corporate culture that can be used to confirm that strategies align to specific business objectives.

Inventory Technology: Snapshot of a company's current environment including the identification of underutilized, obsolete and redundant assets.

Analyze Usage: Capture utilization data for all technology and assets using a non-invasive collection tool that captures data from both networked and non-networked assets.

Capture Costs: Understand the total cost of ownership with an in-depth review of both the direct and the indirect costs associated with technology and asset usage as well as ongoing maintenance.

Review Workflow: Blueprints how information flows and identifies any bottlenecks or inefficiencies.

Examine Processes: A thorough examination of administrative functions including procurement and internal IT processes.

Study Sustainability: Sustainable working practices help companies become more environmentally friendly by:

- Lowering energy consumption
- Lowering CO2 output and emissions for an improved carbon footprint
- Reducing paper waste
- Using less consumables
- Remaining energy conscious

LOCATIONS

Headquarters
10690 John Knight Close
Montgomery, AL 36117

Huntsville
306 Wynn Drive NW
Huntsville, AL 35805

Birmingham
2111 Parkway Office Cir, Ste 150
Birmingham, AL 35244

Auburn
129 E Glenn Ave
Auburn, AL 36830

Mobile
780 Lakeside Dr, Ste B
Mobile, AL 36693

Pensacola, FL
2405 Langley Ave
Pensacola, FL 32504

1-866-9BERNEY
www.berney.com