

**T1100000/0/0**

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(Requestor's Name)

\_\_\_\_\_  
(Address)

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(Address)

\_\_\_\_\_  
(City/State/Zip/Phone #)

PICK-UP     WAIT     MAIL

**W11-49950**

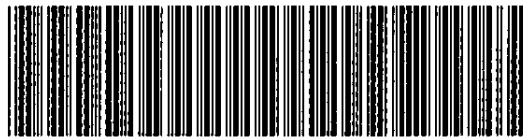
\_\_\_\_\_  
(Business Entity Name)

\_\_\_\_\_  
(Document Number)

Certified Copies \_\_\_\_\_ Certificates of Status \_\_\_\_\_

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**700212221497**

**T11-1010**

09/26/11--01041--013 \*\*175.00

**Refund  
87.50**

**FILED**  
11 OCT 19 PM 1:34  
SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

**N. CAUSSEAU**

OCT 19 2011

**EXAMINER**

**COVER LETTER**

**TO:** Registration Section  
Division of Corporations

**SUBJECT:** We share your PASSION  
(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:

Gigi Turkel  
(Name of Person)

Core Design Group, Inc.  
(Firm/Company)

9620 NE 2nd Ave #200  
(Address)

Miami Shores FL 33138  
(City/State and Zip Code)

For further information concerning this matter, please call:

Gigi Turkel at (305) 812-1155 (cell)  
(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.)



FLORIDA DEPARTMENT OF STATE  
Division of Corporations

September 28, 2011

GIGI TURKEL  
CORE DESIGN GROUP, INC.  
9620 NE 2ND AVENUE #200  
MIAMI SHORES, FL 33138

SUBJECT: WE SHARE YOUR PASSION  
Ref. Number: W11000049950

We have received your document for WE SHARE YOUR PASSION and your check(s) totaling \$175.00. However, the document has not been filed and is being retained in this office for the following:

In lieu of returning your document, we have corrected your document to reflect the appropriate class(es). Your mark falls under class(es) "35".

To receive a refund, please submit a signed written request to the attention of the undersigned. Be sure to include the name of the person or entity the check should be made payable to and the address to which it should be mailed. You may mail the request to: Division of Corporations, P. O. Box 6327, Tallahassee, FL 32314 or fax it to my attention at 850-245-6030

Please notify this office in writing if you would like this office to proceed with your filing.

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: 011A00022369

# core design group

October 7, 2011

Florida Department Of State  
Division of Corporations  
P.O. Box 6327  
Tallahassee, FL 32314

Dear Ms. Causseaux,

I am responding to your letter, letter number 011A00022369 which I have attached. I appreciate you responding so quickly and for correcting my document to reflect the appropriate class(es). I originally requested that we TM "We Share Your Passion" under "Class 35" and "Class 12," but since "Class 12" does not apply I would like to request a refund for the amount of \$87.50.

The check can be written to:

Core Design Group, 9620 NE 2nd Ave. #200, Miami Shores, FL 33138

Again I appreciate your quick response.

Sincerely,



Gigi Turkel  
President

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

11 OCT 19 PM 1:34  
FILED  
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: Gigi Turkel Core Design Group, Inc.  
(b) Owner's/Applicant's business address: 9620 NE 2nd Ave  
Miami Shores, FL 33138  
City/State/Zip

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

(c) Owner's/Applicant's telephone number: (305) 758-2673

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: PO1000026260  
(2) Domicile State or Country: Florida  
(3) Federal Employer Identification Number: 651127180

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.)

automotive advertising

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:

Print Advertising  
Radio commercials  
TV commercials

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:

Not affixed to product

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:

class 35 - Advertising

**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: N/A

(b) Date first used in Florida: September 16, 2011

**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.)

We share your passion

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

N/A

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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)" \_\_\_\_\_

N/A "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, Gigi Turkel, 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.

Gigi Turkel  
Typed or printed name of applicant

[Handwritten Signature]  
Applicant's signature  
(List name and title)  
TURKEL/PRESIDENT

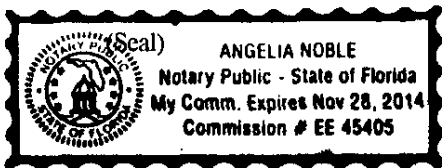
STATE OF Florida

COUNTY OF Dade

FILED  
11 OCT 19 PM 1:34  
SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

Sworn to and subscribed before me on this 21<sup>st</sup> day of September, 2011, Gigi Turkel  
(Name of Individual Signing)

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



Angelia Noble  
Notary Public Signature  
Angelia Noble  
Notary's Printed Name

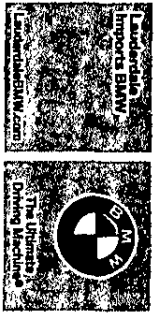
My Commission Expires: Nov 28, 2014

FILING FEE: \$87.50 per class



T11000001010

OFFICIAL SPECIMEN



TELEVISION CREATIVE – WE SHARE YOUR PASSION

Communicates: We share your passion; Broward BMW destination; Retail offer ; Online inventory access.



3 Series – Male/35: "Once he sat behind the wheel, we could tell, this was HIS ultimate driving machine. At Lauderdale BMW, we share your passion. 3 Series start at just \$xxx with zero money down. Shop over 500 vehicles at Lauderdale BMW dot com or stop by today. Find your ultimate driving machine."

All Models w/3 Series offer – Compilation of Drivers: "One by one, they come in search of THEIR ultimate driving machine and find it at Lauderdale BMW. We share your passion. Now, 3 Series start at just \$xxx with zero money down. Shop over 500 vehicles at Lauderdale BMW dot com or stop by today. Find your ultimate driving machine."

5 Series – Female/35: "Once she sat behind the wheel, we could tell, this was HER ultimate driving machine. At Lauderdale BMW, we share your passion. 5 Series start at just \$xxx with zero money down. Shop over 500 vehicles at Lauderdale BMW dot com or stop by today. Find your ultimate driving machine."

X Series – Family/40-ish, 2 children: "This family was anything but average, and they found their ultimate driving machine at Lauderdale BMW, where we share your passion. X3's start at just \$xxx with zero money down. Shop over 500 vehicles at Lauderdale BMW dot com or stop by today. Find your ultimate driving machine."

Music: The Dandy Warhols "Bohemian Like You"

