

T12000000764

(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

☐ PICK-UP

☐ WAIT

☐ MAIL

Fluid Magazine, LLC

(Business Entity Name)

W12-31066

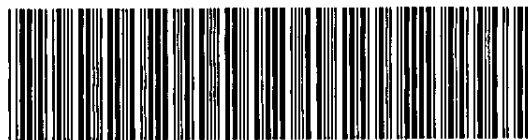
(Document Number)

Certified Copies _____ Certificates of Status _____

Special Instructions to Filing Officer:

2880
789/4858/747/676
41/16
304/740/6260
online mag - 41
print mag - 16

~~304~~ Need spec
for class 41
your Online
Mag.

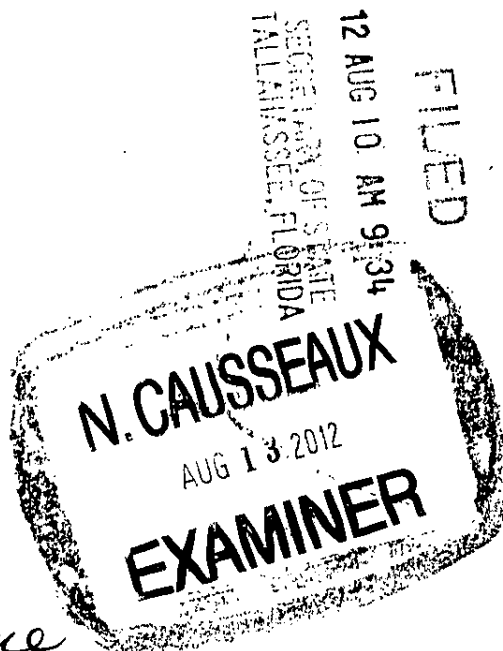


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T12-764

06/04/12--01013--016 **87.50

08/14/12--01021--012 **87.50



"Magazine"

COVER LETTER

T12-764

TO: Registration Section
Division of Corporations

SUBJECT: Fluid Magazine

(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:

Paul Bryan Forand

(Name of Person)

Fluid Magazine, LLC.

(Firm/Company)

1 Swan Ave

(Address)

New Smyrna Beach, FL 32168

(City/State and Zip Code)

For further information concerning this matter, please call:

Paul Bryan Forand

(Name of Person)

at (386) 679 2399

(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.)

COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: FLUID MAGAZINE
(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:

PAUL BRYAN FORAND
(Name of Person)

FLUID MAGAZINE
(Firm/Company)

1 SWAN AVE.
NEW SMYRNA BEACH, FL 32168
(Address)

↑
(City/State and Zip Code)

For further information concerning this matter, please call:

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THIS IS A FOLLOW UP IN
REFERENCE TO REF. NUMBER
W12000031066



FLORIDA DEPARTMENT OF STATE
Division of Corporations

June 6, 2012

PAUL BRYAN FORAND
FLUID MAGAZINE, LLC
1 SWAN AVENUE
NEW SMYRNA BEACH, FL 32168

SUBJECT: FLUID MAGAZINE
Ref. Number: W12000031066

We have received your document for FLUID MAGAZINE and your check(s) totaling \$87.50. However, the enclosed document has not been filed and is being returned for the following correction(s):

You have indicated in number 1(c) of Part I of the application that the owner and applicant of the mark will be a business entity and not an individual. Therefore, you must delete the individual's name listed in number 1(a) of Part I and insert the correct name of the appropriate business entity.

Number 2(b) of Part I must specify the type of business (i.e., real estate, parenting, computer software, etc.) the publication is being used in connection with.

Class(es) "41 & 16" would appear applicable to your specific mark. Please delete the class(es) you have on line 2 (d) and insert the pertinent class(es) "41 & 16".

There is a balance due of \$87.50.

ONLINE MAGAZINE CLASS 41, PRINTED MAGAZINE CLASS 16 We need 3 specimens for class 41 your online magazine.

Your mark contains word(s)/design(s) that must have a disclaimer. All geographical terms, such as cities, states, countries, and designs of same, must be disclaimed. Some commonly used words and corporate suffixes must also be disclaimed. You must disclaim the following term(s) by completing the disclaimer statement found in #2 of Part III of the application: "MAGAZINE"

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) 245-6051.

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

FILED
12 AUG 10 AM 9:34
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: Fluid Magazine, LLC
(b) Owner's/Applicant's business address: 1 Swan Ave
New Smyrna/FL/32168
City/State/Zip

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

City/State/Zip

(c) Owner's/Applicant's telephone number: 386 679 2399

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: L 11 000 10 66 82 ✓
(2) Domicile State or Country: Florida
(3) Federal Employer Identification Number: 45- 33 54 42 4

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.)

N/A

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.)

Fluid Magazine is a print and online active lifestyle/surfing magazine that focuses on outdoor sports, dining, clothing and all things related an active lifestyle.

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:

n/a

TRADEMARKS: If the name, logo, design and/or slogan are/is being used to identify a product manufactured by or fore 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 name/logo "Fluid Magazine" is the name of a magazine and the name/logo is affixed
on the cover of every magazine and throughout the magazine. The name/logo "Fluid Magazine"
is associated with all promotional items related to the magazine ex. tshirts, stickers, website and facebook

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:

online magazine class 41, printed magazine class 16

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: Dec 15, 2011

(b) Date first used in Florida: Dec 15, 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.)

Fluid Magazine

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) Magazine

"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, PAUL BRYAN FORAND, 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.

PAUL BRYAN FORAND

Typed or printed name of applicant

[Signature]

Applicant's signature
(List name and title)

STATE OF FLORIDA

COUNTY OF VOLUSIA

Sworn to and subscribed before me on this 6th day of AUGUST, 2012 PAUL BRYAN FORAND
(Name of Individual Signing)

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

(Seal)



[Signature]

Notary Public Signature

Sharleen M. Wells

Notary's Printed Name

My Commission Expires: 3-12-2014

FILING FEE: \$87.50 per class

FLUID

M A G A Z I N E



FLUID

ISSUE 1 ☐ VOL 1 ☐ JAN | FEB 2012 ☐ INSIDE ☐ PORTFOLIO PROFILE COLLIN HARRINGTON
☐ MISS SUNSHINE ☐ STYLE FIXX ☐ PROFILE EVAN GEISELMAN ☐ EVENT CALENDAR ☐ FISHING FORECAST

LIFESTYLE | CULTURE
CENTRAL FLORIDA

OFFICIAL SPECIMEN

01/25/12

VIEW CART

FLUID

MAGAZINE

LIFESTYLE | CULTURE

FEATURED

FLUID Mag Online
Miss Sunshine
Dining Guide
Nightlife Guide
Shopping Guide
Contact
JOSH TUCKER Benefit
Golf Tourney Pre-
Registration

FLUID MAGAZINE'S E-
NEWSLETTER SIGN-UP

First Name:

Email Address:

SUBSCRIBE



PARTY
AT
OCEAN
DECK

RAFFLES & PRIZES ALL DAY LONG!



FLOMOTION



Beck's

STARTS @ 2PM. BEACH ATTIRE HIGHLY ENCOURAGED!

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David



Dustin



Marla



Aaron



Mike



Gorkin

Facebook social plugin

PRE-REGISTER ONLINE

JOSH TUCKER
BENEFIT
GOLF TOURNEY
SATURDAY, AUGUST 18
TONS OF PRIZES!

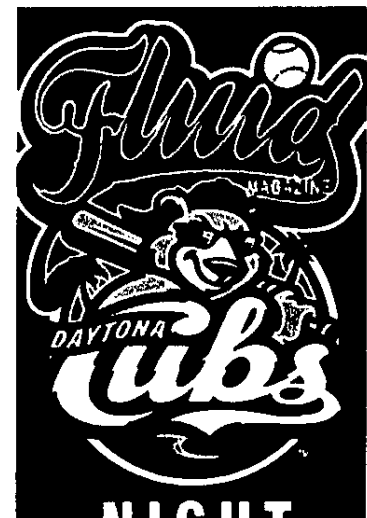
8:30 AM START
PRE-REGISTRATION ONLY
\$55 PER PERSON
INCLUDES CART

4 MAN TEAMS - SCRAMBLE FORMAT
HOLE SPONSORSHIPS AVAILABLE

REGISTER
FORMATION

OFFICIAL SPECIMEN

Mark's



Name

First Last

Email

Type the two words from the image below. *

discovery,

room

**EDITOR**BRYAN FORAND
BRYAN@THEFLUIDMAG.COM**PHOTO EDITOR**PATRICK RUDDY
PATRICK@THEFLUIDMAG.COM**ART DIRECTOR**JEFF LASTINGER
JEFF@THEFLUIDMAG.COM**EXECUTIVE SALES MARKETING**TRAVIS AJAY
TRAVIS@THEFLUIDMAG.COM**SALES**TERRY CLAUDIO | TIM TRUELOVE | JAYMI SCHULZ | JAMMER
PATRICK "TUPAT" EICHSTAEDT | GORDAN LAWSON | RYAN MURRAY
PAT PRESTON | ADAM FORAND | FRANKIE SENESE | EGAN BATES**WRITERS**BRYAN FORAND | JAYMI SCHULZ | TRAVIS AJAY | PAT PRESTON | NELLY
PATRICK "TUPAT" EICHSTAEDT | REANNA HARDOCK | RYAN MURRAY**CONTRIBUTING DESIGNERS**

LANCE DRAKE | MILAN DAVICH

CONTRIBUTING PHOTOGRAPHERSPATRICK "TUPAT" EICHSTAEDT | KRIS KERR | TIM TRUELOVE
COLLIN HARRINGTON | RANDAL PRESTON | DUCER**Find us on Facebook****Fluid Magazine**

Like You like this.

1,010 people like Fluid Magazine.



Alex



Yehuda



Michelle



Renee

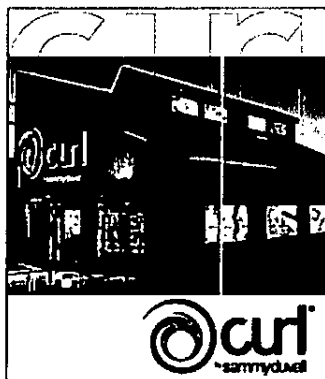


Andrew



Nick

Facebook social plugin



FLUID

OFFICIAL SPECIMEN

class 41

NEW SMYRNA BEACH AREA

BEACHSIDE TAVERN - One of the best places around for live music and wild times. They've established a great reputation from the high profile acts that perform at this great bar in New Smyrna Beach.
 690 East 3rd Avenue
 New Smyrna Beach, FL
 (386) 424-8282
beachsidetavern.com

FLAGLER TAVERN - "Tavern" as the locals have called it for years, is the staple beach bar with the best bartenders in town. The dance floor is packed every Friday and Saturday night and the scenery is great. Mostly popular for its great nightlife, don't let them fool you, the food there is very impressive.
 414 Flagler Avenue
 New Smyrna Beach, FL
 (386) 426-2080

OHM BAR AND CHILL LOUNGE - New Smyrna's largest selection of unique spirits, wines, micro-brews and cigars from all over the world. They also specialize in live original entertainment. We give lots of props to OHM BAR for all the great acts they keep bringing in.
 392 Flagler Avenue,
 New Smyrna Beach, FL
 386-423-2727
theohmbar.com

DAYTONA BEACH AREA

509 LOUNGE - With its unique décor and private VIP Area, 509 offers the ultimate nightlife experience with two floors and nightly specials. When I asked around about 509, everyone just keeps saying "It is the place to be if you are going out."
 509 Seabreeze Boulevard Daytona Beach
 (407) 454-4622
509lounge.com

RAZZLES NIGHTCLUB - This is where you go if you wanna shake what your mama gave you. With 15,000 sq. feet of partying space, Razzles is the spot to be with all your friends. And you know you are going to be trying to find your way up to the VIP AREA, so wear your hottest outfit.
 611 Seabreeze Boulevard Daytona Beach
 (386) 257-6236
razzlesnightclub.com

SURFSIDE TAVERN - A excellent pub that features a full liquor bar, great food, and live music acts. Surfside Tavern caters to their customers with amazing specials on drinks.
 3400 S. Atlantic Ave, Daytona Beach Shores
surfsidetavern.com

MELBOURNE AREA

COCONUTS ON THE BEACH - Coconuts on the Beach is a must stop place in Cocoa Beach. It is the place to be, with a amazing view of the ocean, nightly live music, fresh seafood, and a selection of your favorite drinks. The #1 Place in the area for happy hour specials and the best live entertainers.
 2 Minutemen Cswy
 Cocoa Beach
 (321) 784-1422
coconutsonthebeach.com

SANDBAR SPORTS GRILL - Come here for a beautiful view, live music, and get comfortable at the "Home of the Fish tacos."
 4301 Ocean Beach Boulevard Cocoa Beach, FL 32931
 (321) 799-2577
sandbarsportsgrill.net

SPORT'S PAGE BAR & GRILL - Top place in the area for live music hands down. Sport Page continues to book quality bands that keep us coming back to see epic shows.
 220 Florida A1A Satellite Beach, FL
 (321) 777-7243

ORLANDO AREA

EMBER - Ember is reminiscent of the easy-going social taverns seen all over Europe and the Mediterranean. Open air seating, delicious menu options and all types of drinks. Unbelievable mixology menu and the place for business meetings or happy hour.
 42 West Central Boulevard, Orlando
 (407) 849-5200
emberorlando.com

EYE SPY - Its your call if you want to start the night here, but if you don't end up at Eye Spy you are missing out. Some of the best DJ'S downtown will put you in the perfect mood to dance the night away.
 54 North Orange Avenue, Orlando
 (407) 246-1599

FIDDLER'S GREEN - When you are ready to get away from all the drama, and get back to some Irish roots, Fiddler's Green is the spot to be. The place has a huge following for a good reason, people come for the live music, great food, and cold beer.
 544 West Fairbanks Avenue, Winter Park
 (407) 645-2050
fiddlersgreenorlando.com

FINNHENRY - A great way to experience a Irish pub in a modern ambience. Make sure to stop by there will bar hopping downtown.

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1,010 people like Fluid Magazine.



Alex



Camil



Andrew



Trey



John



Chris

Facebook social plugin

CSI Natural
 BRAND
 COMPOST MULCH TOPSOIL
Established 2011 in South Melbourne Florida
 100% SUSTAINABLE
 LANDSCAPING & GARDENING
 ALTERNATIVES...
WWW.CSINATURAL.COM

Curl
 sammydwell

OFFICIAL SPECIMEN

Class 41