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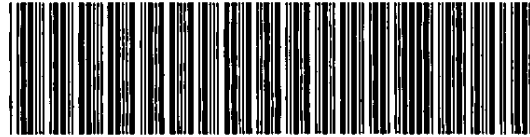
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N. CAUSSEAU

COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: Sanibelrealestateguide.com
(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:

Mark A. Horowitz, Esq.
(Name of Person)

Jones, Haber, & Rollings
(Firm/Company)

1633 SE. 47th Ter.
(Address)

Cape Coral, FL 33904
(City/State and Zip Code)

For further information concerning this matter, please call:

Mark A. Horowitz, Esq. at (239) 542-0700
(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

February 10, 2015

MARK A. HOROWITZ, ESQUIRE
JONES, HABER, & ROLLINGS
1633 SE 47TH TERRACE
CAPE CORAL, FL 33904

SUBJECT: SANIBELREALESTATEGUIDE.COM
Ref. Number: W15000009580

We have received your document for SANIBELREALESTATEGUIDE.COM and your check(s) totaling \$87.50. 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 the disclaimer statement on your document. We have inserted the term(s) ".COM" in your disclaimer statement. A disclaimed term is still considered part of your mark. You simply do not claim the exclusive right to the use of the disclaimed term(s) apart from your mark.

If you agree with the corrections needed and would like this office to proceed with your filing, please notify this office in writing or by fax at 850-245-6030 to the attention of the undersigned.

If you are unable to fax, you may email me at nanette.causseaux@dos.myflorida.com.

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.

Nanette Causseaux
Regulatory Specialist II Supervisor

Letter Number: 115A00002699



A PROFESSIONAL LIABILITY PARTNERSHIP
FEIN 59-2851736

CHARLES C. JONES II, P.A.
 ANNETTE GIARDINA HABER, P.A.
 HARVEY ROLLINGS
 Certified Circuit Court Mediator
 MARTHA S. WARCHOL
 MARK A. HOROWITZ
 KATHARYN E. OWEN
 Registered Patent Attorney
 THOMAS M. TARSIA
 WILLIAM C. MERCHANT
 Of Counsel

1633 SOUTHEAST 47TH TERRACE
 CAPE CORAL, FLORIDA 33904
 OR
 POST OFFICE BOX 100767
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 (239) 542-0700
 (239) 542-8827
 WWW.JONESHABERLAW.COM

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MESSAGE: I consent to the disclosure of the word "Con"
Please file the application. Thank you.
Mark A. Horowitz

THE INFORMATION CONTAINED IN THIS FACSIMILE MESSAGE IS ATTORNEY PRIVILEGED AND CONFIDENTIAL INFORMATION INTENDED ONLY FOR THE USE OF THE INDIVIDUAL OR ENTITY NAMED AS RECIPIENT. IF THE READER IS NOT THE INTENDED RECIPIENT, BE HEREBY NOTIFIED THAT ANY DISSEMINATION, DISTRIBUTION OR COPY OF THIS COMMUNICATION IS STRICTLY PROHIBITED. IF YOU HAVE RECEIVED THIS COMMUNICATION IN ERROR, PLEASE NOTIFY US IMMEDIATELY BY TELEPHONE AND RETURN THE ORIGINAL MESSAGE TO US AT THE ADDRESS LOCATED ABOVE VIA THE U.S. POSTAL SERVICE. THANK YOU

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

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: Island Property Experts, LLC, DBA McCallion & McCallion

(b) Owner's/Applicant's business address: 1640 Periwinkle Way Unit #1
Sanibel, FL 33957
City/State/Zip

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

(c) Owner's/Applicant's telephone number: (239) 233-6117

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: L12000067757 ✓
(2) Domicile State or Country: Florida
(3) Federal Employer Identification Number: 45-5314045

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.)

General Real Estate Services for Buyers & Sellers of real property located on Sanibel and Captiva Islands, 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:

The service Mark which is the subject of this application is used as a website domain name. It appears on business correspondence, business cards, signage, website homepage, email and other digital forms

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:

Class 36-insurance; financial affairs; monetary affairs; and real estate affairs.

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: June 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.)

Sanibelrealestateguide.com This is a website domain name utilized by the applicant in connection with their general real estate business.

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) "Sanibel"

_____ "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, Mark A. Horowitz, Esq., 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.

Mark A. Horowitz, Esq.

Typed or printed name of applicant

Mark A. Horowitz, ATTY for applicant
Applicant's signature
(List name and title)

STATE OF Florida

COUNTY OF Lee

Sworn to and subscribed before me on this 3rd day of February, ²⁰¹⁵ Mark A. Horowitz, Esq.
(Name of Individual Signing)

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

(Seal)

Cathlene J. Hannebaum
Notary Public Signature
Cathlene J. Hannebaum
Notary's Printed Name

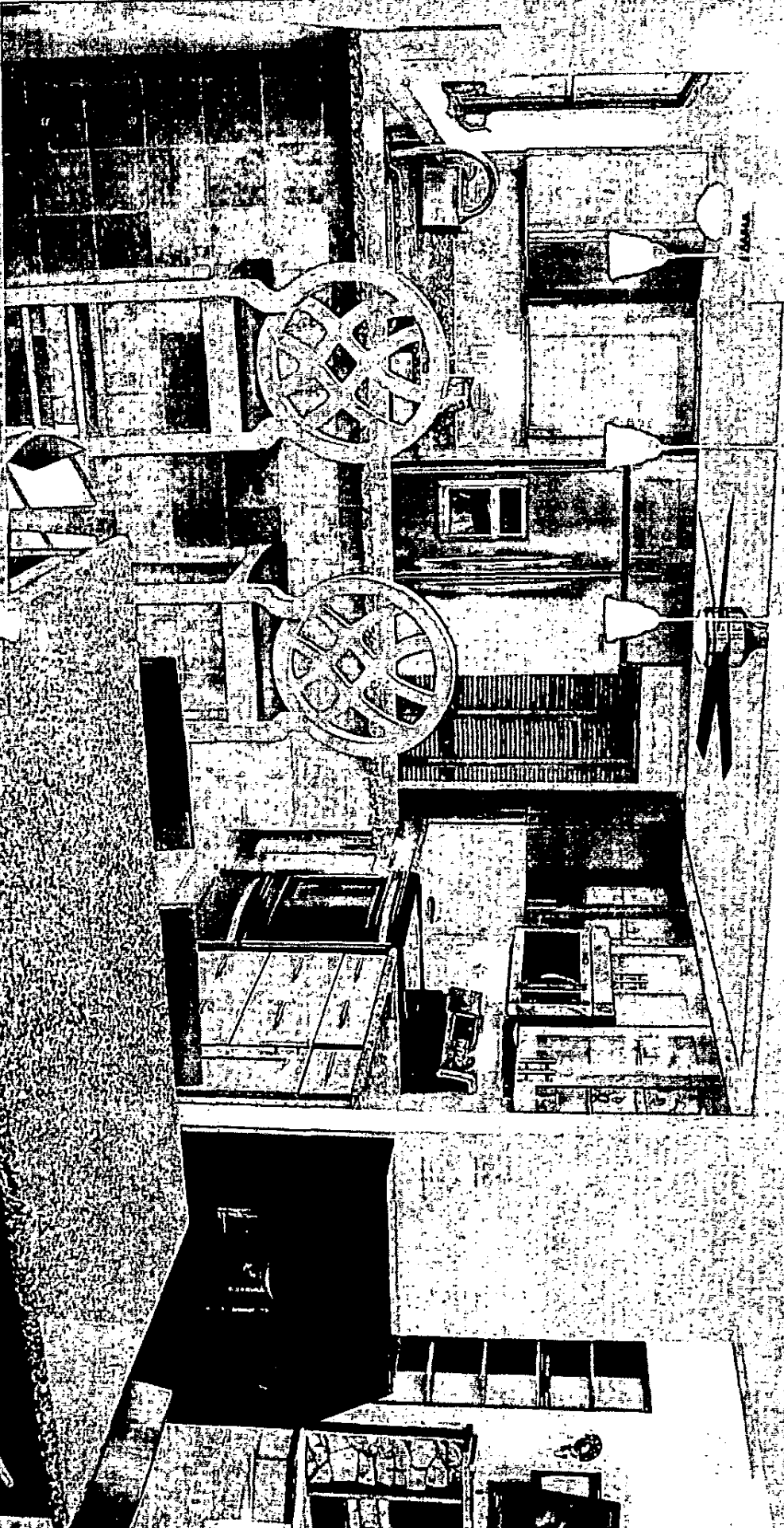


My Commission Expires: July 14, 2017

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**McCALLION
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Susan McCallion
(239) 472-1950
Susan@McCallionRealty.com
SanibelRealEstateGuide.com



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Mark Horowitz

From: Tiffany Mills <tiffany@sanibelrealestateguide.com>
Sent: Tuesday, February 03, 2015 11:49 AM
To: Mark Horowitz
Subject: McCallion & McCallion Use of Sanibel Real Estate Guide
Attachments: NewsletterLayouts.png; SanibelRealEstateGuide.comWebsite.png; SanibelRealEstateGuide.comWebsite2.png; Islander Ad - 1125 Captains Walk.png; InternetDominationSlide.png; 4546_Buck_Key_Rd_Sanibel_2917.jpg

Hello,

Susan asked me to send over three examples of our use of "Sanibel Real Estate Guide" and "SanibelRealEstateGuide.com." Please find the attached samples for your reference.

Note that the only place we currently use "Sanibel Real Estate Guide," is on our website. We are drafting a newsletter template which will include this in the header, but this is not yet in production.

Let me know if there is anything else I can do to help.

Thank you,
Tiffany

--
Tiffany Mills
Marketing Coordinator

M&CALLION
M&CALLION
REALTY DONE RIGHT

1640 Periwinkle Way, Suite 1
Sanibel Island, Florida 33957

Phone: (239) 472-1950
Tiffany@McCallionRealty.com
www.SanibelRealEstateGuide.com