

T16000000877

(Requestor's Name)

(Address)

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(City/State/Zip/Phone #)

PICK-UP WAIT MAIL

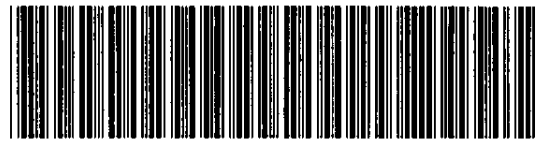
W16-60374
(Business Entity Name)

(Document Number)

Certified Copies _____ Certificates of Status _____

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16 SEP 12 AM 10:30
STATE OF FLORIDA
TALLAHASSEE

SEP 16 2016
N. CAUSSEAU



FLORIDA DEPARTMENT OF STATE
Division of Corporations

August 31, 2016

BETTER JACKSONVILLE BEACH, INC.
ATTN: JONATHAN MCGOWAN
5 N 17TH AVENUE #401
JACKSONVILLE BEACH, FL 32250

SUBJECT: BETTER JACKSONVILLE BEACH
Ref. Number: W16000060374

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

We are unable to determine your class(es) at this time. Please amend your application to reflect the specific good(s) and/or service(s) the mark is being used in connection with.

Because the specific good(s) and/or service(s) will determine the applicable class(es), please note additional filing fees may be due this office. If so, you will be advised accordingly.

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

Only one mark can be registered application.

List only the mark to be registered in #1 of Part III. Please delete any informational statements, explanations, etc. you may have included.

Although we received your application and check(s), no specimens were included. Section 495.031(5), F.S., requires every trademark and/or service mark application to be accompanied by three specimens (or examples). Please submit three specimens for each class of registration. (NOTE: Letterhead, stationery, envelopes, invoices and mailing labels are not accepted.)

We need three permanent specimens, **which may be the same or different**. TYPED or HANDWRITTEN MATERIALS ARE NOT ACCEPTABLE. We do not accept specimens which have been ALTERED or DEFACED. ANY SIZE SPECIMENS ARE ACCEPTABLE. If your mark falls under the classification of a trademark (classes 1-34), we need the labels, tags, decals, containers, boxes, wrappers or 3 LEGIBLE photographs of the goods or products with the specimen affixed. IF YOUR MARK FALLS UNDER THE CLASSIFICATION OF A SERVICE MARK (CLASSES 35-45), WE NEED SPECIMENS FROM WHICH WE CAN DETERMINE THE SERVICE(S) BEING RENDERED. We will accept magazine

and-or newspaper advertisements, brochures or business cards. If business cards are submitted, we must be able to determine the services being rendered. If your mark falls under the classification of both a trade and service mark, we need specimens for both. **WE WILL NOT ACCEPT LETTERHEAD STATIONERY, ENVELOPES OR INVOICES AS SPECIMENS.**

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.

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: 516A00018598

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

16 SEP 12 11:00:30
FLORIDA DEPARTMENT OF STATE

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: Better Jacksonville Beach, Inc

(b) Owner's/Applicant's business address: 5 N 17th Ave #401

Jacksonville Beach, FL 32250
City/State/Zip

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

City/State/Zip

(c) Owner's/Applicant's telephone number: (904) 372-0770

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: N13000007164

(2) Domicile State or Country: Florida

(3) Federal Employer Identification Number: 81-3552340

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.)

Event production of community building and cultural events like the Jacksonville Beach Art Walk,
the Jacksonville Beach Classic Car Cruise, and the Jacksonville Beaches Cars & Coffee.
Education and community activism on issues relating to the betterment of Jacksonville Beach.

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:

newspaper advertisements, press releases, brochures, business cards, website. Name and slogan are used in title as well as phrasing. i.e. "Help us make a Better Jacksonville Beach"

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:

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 B 41

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: _____

(b) Date first used in Florida: 08/05/2013

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.)

Better Jacksonville Beach

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) "Jacksonville Beach"

_____ "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.

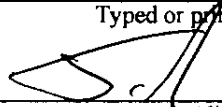
SIGNATURE OF APPLICANT/OWNER AND NOTARIZATION:

I, Jonathan McGowan

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.

Jonathan McGowan

Typed or printed name of applicant



Applicant's signature
(List name and title)

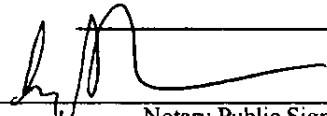
16 SEP 12 AM 10:30
STATE OF FLORIDA

STATE OF Florida

COUNTY OF Duval

Sworn to and subscribed before me on this 25th day of August 2016 Jonathan McGowan
(Name of Individual Signing)

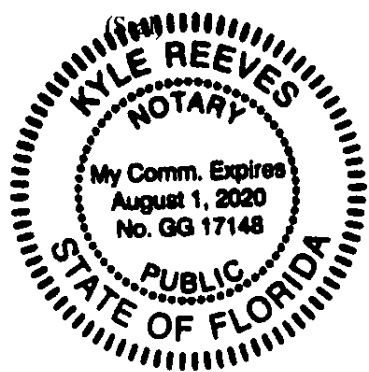
who is personally known to me whose identity I proved on the basis of Florida Drivers License



Notary Public Signature

Kyle Reeves

Notary's Printed Name



My Commission Expires: 08/01/2020

FILING FEE: \$87.50 per class

HOME

CLASSIC CAR CRUISE

JAX BEACH ART WALK

JAX BEACHES CAFE & COFFEE

CONTACT US

HELP US MAKE A

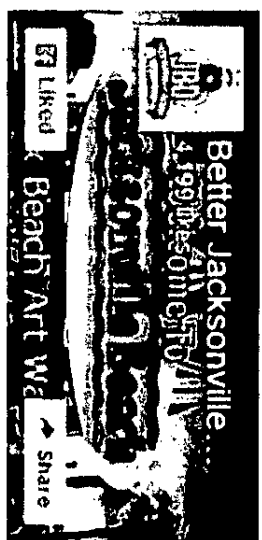
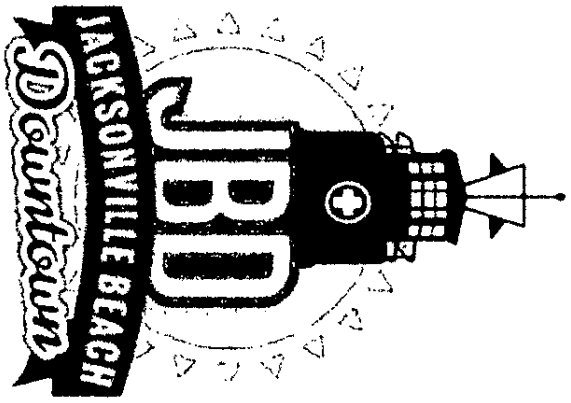
BETTER JACKSONVILLE BEACH

Who is Better Jacksonville Beach?

Better Jacksonville Beach is a non-profit formed by community leaders and the business owners in the Jacksonville Beach Downtown (JBD). Our purpose is to create a thriving downtown Jacksonville Beach that encourages the families, residents and visitors of the greater communities to consider the area their go to destination. By working with city, community and business leaders we will create a downtown Jacksonville Beach that you want to visit again.

Better Jax Beach Sponsored Events

OFFICIAL SPECIMEN



[View on Instagram](#)



Better Jacksonville Beach
 Shared Jax Beach Art Walks photo



OFFICIAL SPECIMEN



2nd TUESDAY
of the month
5-9 p.m.



Over 70 Artists
Free & open to the public

Better Jacksonville Beach presents

Art Walk

JAX Beach

Located on 1st St. JAX Beach Downtown

For more information or to become an artist, visit betterjaxbeach.com [Facebook.com/JBArtWalk](https://www.facebook.com/JBArtWalk) #JBAW



3rd TUESDAY
of the month
5 p.m.



Over 40 Cars
Free & open to the public

Better Jacksonville Beach presents

Classic Car Cruise

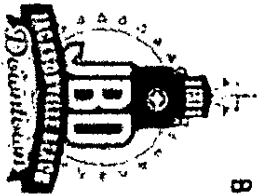
JAX Beach

OFFICIAL SPECIMEN

Latham Plaza, Seawalk Pavillion & the JBD

For more information or to reserve a spot, visit betterjaxbeach.com [Facebook.com/JBCarCruise](https://www.facebook.com/JBCarCruise) #JBCarCruise

OFFICIAL SPECIMEN

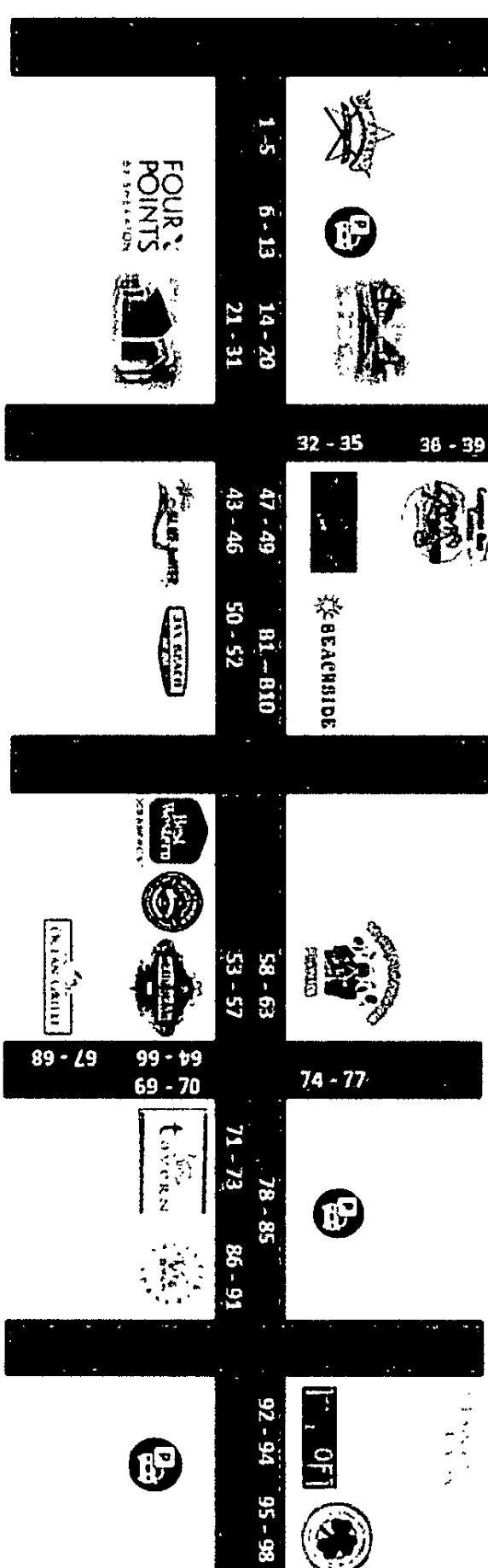


Better Jacksonville Beach presents the

Jax Beach Art Walk

#JBAWW

2nd Tuesday of each
month along 1st St in the
Jax Beach Downtown
5 - 9 PM



October 13, 2015 Artists

- | | | | | | | |
|----------------------------|--------------------------|--------------------------|---------------------------------|---------------------------|--------------------------------|-----------------------------|
| 1. Margie Howarth | 15. Kevitt's Knits | 30. Arvuka | 46. Sarano Summerfield | 61. Kylie Stukas | 76. Woodturning by Terry | 91. Heavenly Quilt: |
| 2. Hair Bows | 16. Hemport-Readworks | 31. Jer Wilburn | 47. Bradley Deaver Photography | 62. Uniquely Soap | 77. Frank Baum | 92. Kaleidoscope Over |
| 3. mochi - bella | 17. Yous Truly | 32. Fun Time | 48. BKSTIKING | 63. Sand & Shore Decor | 80. Tom's Woodworking | 93. daisyBdeigns |
| 4. The Pan Crafter | 18. The Monostroke | 33. victorlaster | 49. Merry Sleason | 64. Maria's Treasures | 81. SoulSoul | 94. Siltco Craft Vintage |
| 5. Art by V! | 19. Kathy Krew | 34. Jan Blowers | 50. The Lude Things | 65. We Need Fence | 82. Studio Felipe | 95. The Hooping Mushroom |
| 6. A Cut Above by Mira | 20. Live Music | 35. Sharon Folger | 51. Lisa Zaller | 71. Chelsea Crumbliss | 83. Dynamic Charmelle & Jewely | 97. That's SoJawe Creations |
| 7. Biljarts | 21. Ninazorb | 36. Kristin Barylger | 52. Barefoot Girlinnings | 72. R4 Art That's Alive | 84. Franca PVC Creations | 82. Jewelry Cooler |
| 8. Amethyst Fringe | 22. EED TideJewelry | 37. Judy Hooper 57@art | 53. Sherry's Low-Tide Creations | 73. Valera Artwork | 85. Kimi Collins | 83. KLE Creations |
| 9. Jackie's Jewelry Design | 23. RMA Designs | 38. Diacardinal Designs | 54. Big Ben Theory | 74. Copperhead | 86. LeAnn Byers Glass Arts | 84. Delcher Lerner |
| 10. Extrordnary | 24. SurfBuddha Trus | 39. Patsy Wala Creations | 55. Reseann Leigh Watercolor | 57. Illustrations by Matt | 87. Jessica Pettig | |
| 11. Out On A Whim | 25. Rooter Fair Trade | 40. Alegria Jewelry | 56. Larry Zullo | 58. Larry Zullo | 88. Crosses of the Spire | |
| 12. Neolucidity | 26. Inside the Birdhouse | 41. 1000 Cranes Cards | 42. Francisco Salomoni | 59. Michels Outdoor Art | 89. Richard Duncan | |
| 13. 90+ Knit | 27. Kristin Hesson | 43. Carpanis Collections | 60. Simply Scendulous | | 90. SunChips & Co. | |
| 14. Whimsical Treasure | 28. Auto motive Time Art | 44. Cathy David | | | | |