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(Requestor's Name)

(Address)

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(City/State/Zip/Phone #)

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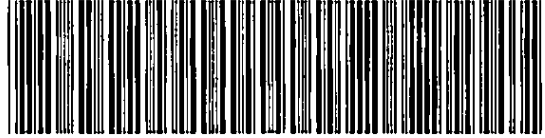
(Business Entity Name)

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SECRETARY OF STATE
DIVISION OF REVENUE
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N. CAUSSEAU
AUG 22 2018



Elizabeth Gayle Southard

IP Specialist

502.779.8435 (t)

502.581.1087 (f)

gsouthard@fbtlaw.com

August 9, 2018

VIA UPS

Florida Secretary of State
Registration Section
Division of Corporations
Clifton Building
2661 Executive Center Circle
Tallahassee, Florida 32301

Re: Service Mark Application:
YOUR FRIENDS FOR LIFE

Dear Sir:

Enclosed is a notarized service mark application for the mark YOUR FRIENDS FOR LIFE along with three specimens showing the use of the mark and a check in the amount of \$87.50 to cover the cost of filing same.

Please address any questions you have regarding the application to me gsouthard@fbtlaw.com or (502)779-8435. Additionally, please send the original registration to my attention to the address below:

Gayle Southard
FROST BROWN TODD LLC
400 W. Market Street, 32nd Floor
Louisville, Kentucky 40202

Please let me know if you need anything else to file the application.

Best regards,

A handwritten signature in cursive script that reads 'Gayle Southard'.

Gayle Southard

Enclosures

0102181.0531896 4822-1598-5520v1

COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: Your Friends for Life

(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:

Elizabeth G. Southard

(Name of Person)

Frost Brown Todd LLC

(Firm/Company)

400 W. Market St., 32nd Floor

(Address)

Louisville, KY 40202

(City/State and Zip Code)

For further information concerning this matter, please call:

Elizabeth G. Southard at (502) 779-8435

(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.)

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: Southern Farm Bureau Life Insurance Company

(b) Owner's/Applicant's business address: 1401 Livingstone Lane
Jackson, Mississippi 39213-8004

City/State/Zip

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

City/State/Zip

(c) Owner's/Applicant's telephone number: (502) 779-8435

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: 807453 ✓

(2) Domicile State or Country: Mississippi

(3) Federal Employer Identification Number: 64-0283583

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.)

Insurance services, namely, the sale and servicing of life insurance and annuity
products.

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:

stationary, marketing materials and 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:

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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: 02/01/2018

(b) Date first used in Florida: 02/01/2018

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.)

the words "Your Friends for Life"

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)" _____

_____ "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 1 #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, David Hurt, LUTCF, Senior VP - Marketing, 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.

David Hurt, LUTCF, Senior VP-Marketing
Typed or printed name of applicant

[Signature]
Applicant's signature
(List name and title)

STATE OF Mississippi

COUNTY OF HINDS

Sworn to and subscribed before me on this 15 day of August, 2018, David Hurt
(Name of Individual Signing)

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

RECEIVED
AUG 10 AM 9:02
FILED



Ramona G. Sheridan
Notary Public Signature
RAMONA G. Sheridan
Notary's Printed Name

My Commission Expires: 04-06-2019

FILING FEE: \$87.50 per class

Your Friends for Life.



**SOUTHERN FARM BUREAU
LIFE INSURANCE COMPANY**

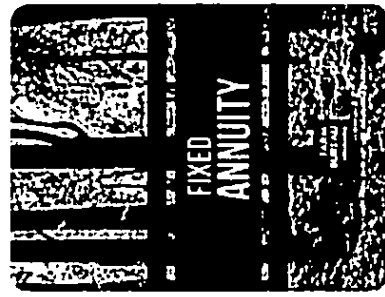
**SOUTHERN FARM BUREAU
LIFE INSURANCE COMPANY**

P.O. Box 78 | Jackson, MS 39205 | 601-981-7422 | www.sfbli.com

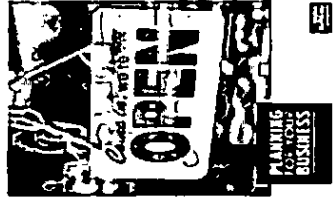
Your Friends
for Life.



Other Products Available



Fixed Annuity



Business Insurance



Our mission is to be the life insurance company of choice for our Farm Bureau family. Our focus is to provide competitive products and superior customer service to Farm Bureau policyholders and agents, while observing the highest ethical standards.

Auto & Home Insurance

Coverage Where You Live

Useful Links

- [Home Insurance](#)
- [Auto Insurance](#)
- [Life Insurance](#)
- [Business Insurance](#)
- [Fixed Annuity](#)
- [Contact Us](#)

Corporate Info

- [1401 Livingston Lane Jackson, MS 39213](#)
- [Phone: \(601\) 368-1100](#)
- [Death Claims: \(601\) 368-1100](#)
- [Policy Service: \(601\) 368-1100](#)
- [Email: \[info@fslife.com\]\(#\)](#)
- [Connect With Us: \[Facebook\]\(#\)](#)

Auto & Home Insurance

Useful Links

Corporate Info

Coverage Where You Live

life insurance
ur Farm Bureau
provide competitive
customer service to
holders and
the highest

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Summary

IN PAVANINI

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1401 Livingston Lane

Jackson, MS 39213

Phone: 601-981-7422

Death Claims: 1-800-558-8888

Policy Service: 1-800-4-

Email: service@stbii.cc

Connect With Us:

Services

Welcome to Policy Service Forms. Select an action below to get started. To access additional services, please register/log in.

Printable Forms

I want to...

Set up bank draft

Completed forms can be sent by mail or email to the following:

✉ P.O. Box 78 Jackson, MS 39205

✉ service@sfbll.com

Need help? Contact Policy Service here or 1-800-457-9611

Print-only forms are provided in PDF format. If you are having problems opening them, make sure you have Adobe Reader.



Have any questions? Click here to Contact Us!