

TI9000000060

(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

☐ PICK-UP

☐ WAIT

☐ MAIL

(Business Entity Name)

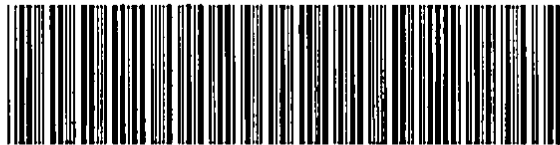
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FILED
19 JAN 15 AM 9:10
MILWAUKEE, WISCONSIN

K SAIY
JAN 16 2019

COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: Tower Arcade

(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:

Shanna Hawes

(Name of Person)

Orange Lake Country Club, Inc.

(Firm/Company)

8505 W. Irlo Bronson Memorial Hwy.

(Address)

Kissimmee, Florida 34747

(City/State and Zip Code)

For further information concerning this matter, please call:

Shanna Hawes

(Name of Person)

at (407) 395.6904
(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

FILED
19 JAN 15 AM 9:10
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: Orange Lake Country Club, Inc.

(b) Owner's/Applicant's business address: 8505 W. Irlo Bronson Memorial Hwy.

Kissimmee, Florida 34747

City/State/Zip

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

City/State/Zip

(c) Owner's/Applicant's telephone number: (407) 395.6904

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: F22174

(2) Domicile State or Country: Florida

(3) Federal Employer Identification Number: 58-1434701

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.)

Entertainment center featuring virtual reality games, coin operated games, coin operated games and rides, coin operated prize redemption games and prize centers, driver simulated rides.

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:

Brochures, newspaper advertisement, newsletters, building marque, general advertisement 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:

Class 41 - Education: providing of training; entertainment; and sporting and cultural activities.

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: 7/99

(b) Date first used in Florida: 7/99

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.)

"Tower" above "Arcade" second "A" is geometric building suspended from horizontal line.

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) "~~Tower~~" "Arcade"

_____"APART FROM THE MARK AS SHOWN."

3. ATTACH OR INCLUDE THREE SPECIMENS OR EXAMPLES OF THE TRADEMARK OR SERVICE MARK BEING REGISTERED

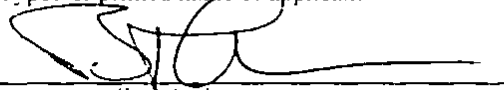
Chapter 495, F.S., requires you to submit three specimens (samples or examples) of the mark in use. You must submit three specimens FOR EACH CLASS listed in Part I #2(d). The name, logo, design and/or slogan on the specimens must be identical to the name, logo, design and/or slogan being registered. 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, Brian T. Lower, 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.

Brian T. Lower, Executive Vice President

Typed or printed name of applicant



Applicant's signature
(List name and title)

STATE OF Florida

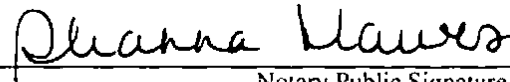
COUNTY OF Orange

Sworn to and subscribed before me on this 8th day of January, 2019, Brian T. Lower
(Name of Individual Signing)

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

(Seal)





Notary Public Signature

Shanna Hawes

Notary's Printed Name

My Commission Expires: 12/16/2022

FILING FEE: \$87.50 per class



Mon | 5/19

TOWER ARCADE

Experience our recent renovations
complete with an immersive LED
attraction and more in North Village.

9 a.m. - 10 p.m.



FILED
19 JAN 15 AM 9:13
TALLAHASSEE, FLORIDA

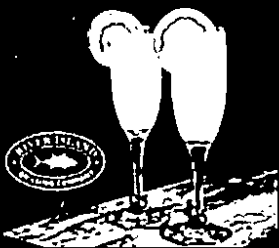
PLAY MORE and Pay Less!



Get your Play Pass at *Splash Shack*,
Island Golf or *Putt-Putt® Golf* today.
Lazy river tubes · *The Hippo®* waterslide · Rock-climbing wall
Miniature golf (both courses)

Enjoy Endless Mimosas

Brighten your morning with our
bountiful breakfast buffet—and
add a bottomless mimosa
for only \$5.99!
7 a.m. – 11 a.m. daily



Start Your Day off Right

Join us for a variety of
delicious breakfast dishes:
Pancakes
Omelets
French toast
Fresh fruit and more



7 a.m. – 11 a.m. daily

Vacation News

Dec. 28, 2018 – Jan. 31, 2019

Go Cashless at Orange Lake Resort

Orange Lake Resort no longer accepts cash
for purchases, except at our three arcades
and the Expeditions Local Expert™ Desk. At all
other venues simply use your room key
card for purchases.



Reserve Your Poolside Cabana

Find the perfect private escape in
the midst of fun-filled amenities.
Visit hvac.vacations/cabanas
or call ext. 3444 for reservations.

Get in the Game



North Village | River Island | West Village

Play video games and more.

WINGSDAY DEALS



Get 10% off any 10- or 20-piece
wing order every Wednesday!

11 a.m. – 10 p.m.

Receive a free Happy
Hour portion
with the purchase of a beer bucket.

Call ext. 1300 or (407) 905-1300
for pickup. Promotions are not
available on delivery orders.



SHOP

Marketplace | West Village
Grooming, garments and grab & go

Island Traders | River Island
Grooming, swim apparel and souvenirs

The Surf Shack | West Village
Swim apparel, souvenirs and pool toys

Sun Shop | North Village
Sun care, pool toys and snacks

DINE

Breezes Restaurant & Bar | West Village
A range of all-you-can-eat dining!

River Island Grilling Company | River Island
Delicious dishes for breakfast and dinner

Tradewinds Bar & Grill | River Island
Cocktails, food and entertainment

PLAY

Lazy river-style pool | River Island
Grab your friends and go tubing!

Putt-Putt® Golf and Island Golf
West Village | River Island
Mini adventures for the entire family

Arcades
River Island, North Village and West Village

GOLF

Kids golf free every day
at Legends West!

The Legends—an Arnold Palmer
Signature Course

The McCord Golf Academy
Learn to practice, love to play!

Visit experienceorangelake.com for more information on resort amenities and activities.

10% Owner Discount

When you become an owner at Oakley's Fun Vacations at Orange Lake Resort, you'll receive a 10% discount
on food, beverages, and merchandise at all stores. * Excludes taxes, gratuities, and other fees. See www.oakleysfunvacations.com

VacationNews

Orange Lake
Resort



#OVR
vacations



Enjoy complimentary
kids' meals for up to two
children with the purchase
of an adult entrée.

Available at

River Island Grilling Company
Breezes Restaurant & Bar

Valid for children 11 and under, limited
to four kids per dining party.
Beverage not included. Applies to
dinner only and cannot be combined
with any other discount.

Discover DELICIOUS DELIGHTS

Make a trip to the Marketplace or Curvants Café for
a variety of specialty beverages and sweet treats,
including gourmet cupcakes, soft-serve ice cream and
your favorite Day® hand-scooped flavors.

SPECIAL: BUY 4 PIECES, GET 2 FREE
Delicious handmade fudge

