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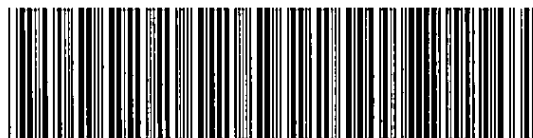
(Business Entity Name)

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COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: BUMBLE

(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:

Lee J. Eulgen

(Name of Person)

Neal Gerber & Eisenberg LLP

(Firm/Company)

Two North LaSalle Street, Suite 1700

(Address)

Chicago, Illinois 60602

(City/State and Zip Code)

For further information concerning this matter, please call:

Lee J. Eulgen

(Name of Person)

at (312) 269-8465

(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: Bumble Holding Limited

(b) Owner's/Applicant's business address: 20 Primrose Street, The Broadgate Tower, Third Floor

London, United Kingdom, EC2A2RS

City/State/Zip

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

City/State/Zip

(c) Owner's/Applicant's telephone number: (_____) _____

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: <u>United Kingdom limited company</u> |

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: _____

(2) Domicile State or Country: _____

(3) Federal Employer Identification Number: _____

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.)

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.)

see attached continuation sheet

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:

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:

imprinted on the goods themselves

2. (d) FEES(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: 11/22/2014

(b) Date first used in Florida: 11/22/2014

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.)

BUMBLE

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.

Continuation Sheet

Class 16: Printed matter and printed publications, namely, magazines, posters, event programs, brochures, informational flyers, instructional and teaching materials, booklets, and books in the field of social introduction, social networking, business networking, dating, lifestyle issues, and popular culture; books in the field of self-help, personal growth, and entrepreneurship; stickers; stationery; articles for packaging, wrapping and storage composed of paper, cardboard or plastics, namely, cardboard boxes, paper bags and pouches, and plastic wrap; plastic materials for packaging, namely, plastic bags; gift bags; disposable paper products, namely, plates, cups, and napkins; stencils; pens; pencils; printed vouchers; photographs; adhesive tapes for stationery or household purposes; cardboard boxes; announcement cards; bottle wrappers of cardboard or paper; calendars; cards, namely, trivia cards, blank cards, holiday cards, and index cards; clips for offices; erasing products, namely, rubber erasers; graphic prints; gift bags; gift boxes; greeting cards; adhesive labels, not of textile; loose-leaf binders; notebooks; table linen of paper; table napkins of paper; tablecloths of paper; writing cases, namely, cases specifically adapted for holding pens, pencils, and writing paper; writing instruments; writing materials, namely, pens, pencils, and paper; writing or drawing books; writing pads; writing paper; passport covers; bumper stickers; removable tattoos for cosmetic purposes; coasters made of cardboard; coasters made of paper; beer mats

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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, Mariko O'Shea, Head of Legal & Compliance, 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.

Bumble Holding Limited

Typed or printed name of applicant

M. O'Shea MARIKO O'SHEA HEAD OF LEGAL

Applicant's signature
(Last name and title)

STATE OF England & Wales
City of London

COUNTY OF _____

Sworn to and subscribed before me on this 28th day of AUGUST 2019 MARIKO O'SHEA
(Name of Individual Signing)

☐ who is personally known to me ☒ whose identity I proved on the basis of UK PASSPORT NO.
54 301 9280

[Signature]
Notary Public Signature

Notary's Printed Name

My Commission Expires: _____

FILING FEE: \$87.50 per class

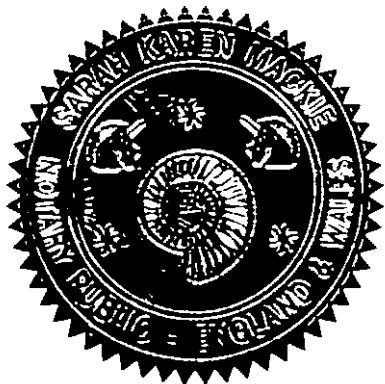
Page 4 of 4

NOTARY PUBLIC
LONDON, ENGLAND
SARAH KAREN MACKIE
(My Commission expires with Life)

CHEESWRIGHTS

SCRIVENER NOTARIES | LLP

Bankside House, 107 Leadenhall Street



AFFIDAVIT/STATEMENT CONCERNING AUTHORITY TO TRANSACT BUSINESS IN
FLORIDA BY A FOREIGN BUSINESS ENTITY

Bumble Holding Limited, which is currently
Incorporated, organized, or formed under the laws of the United Kingdom, has
not received a certificate of authority from the Florida Department of State to transact business
in Florida pursuant to s. 607.1501, 617.1501, 605.0905, 620.1902, Florida Statutes.

I Mariko O'Shea, the undersigned do
hereby certify that I am aware that this entity has not received a valid certificate of authority to transact
business in Florida as required by s. 607.1501, 617.1501, 605.0905, or 620.1902, Florida Statutes.

Said entity does not presently transact business in Florida within the meaning of s. 607.1501,
617.1501, 605.0905, or 620.1903, Florida Statutes, and is, therefore, NOT required to apply for a
certificate of authority to transact business in Florida.



Signature of Officer/Director/Manager/Authorized Member/General Partner

Mariko O'Shea, Head of Legal & Compliance

Typed or Printed Name and Capacity of Person Signing Above

08/28/2019

Date

SUBSCRIBED AND SWORN TO before me
by MARIKO O'SHEA
at LONDON, ENGLAND
this 28th day of AUGUST 2019



CHEESWRIGHTS

SCRIVENER NOTARIES | LLP

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London EC3A 4AF
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www.cheeswrights.com



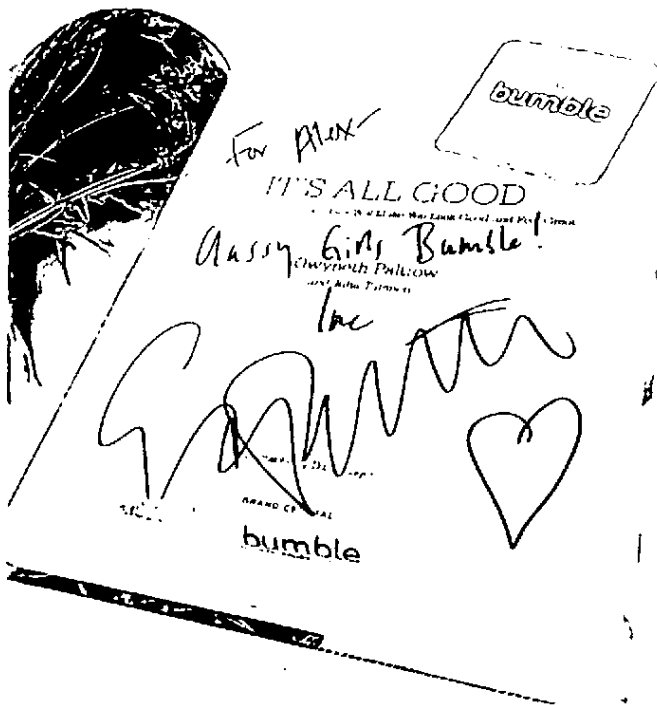


13/08/2019

Bumble on Instagram: "'Classy Girls Bumble' love, @gwynethpaltrow. Bumble ♥ s her! 🍷🍷🍷 #bumble #itsallgood"

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bumble "Classy Girls Bumble" love, @gwynethpaltrow. Bumble ♥ s her! 🍷🍷🍷 #bumble #itsallgood

246w



erkk9 Gwen knows what's up 🍷

246w Reply



ambervenzbox Too good

94 likes

NOVEMBER 22, 2014

Log in to like or comment.

HASHTAGS LANGUAGE

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