

T20000000360

(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

PICK-UP     WAIT     MAIL

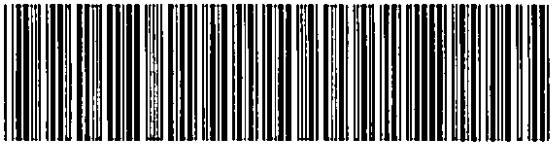
(Business Entity Name)

(Document Number)

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SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

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*Handwritten signature*



FLORIDA DEPARTMENT OF STATE  
Division of Corporations

April 10, 2020

LOUISENA CAUDIO  
1567 MAJESTIC VIEW LANE  
FLEMING ISLAND, FL 32003

SUBJECT: SEREME  
Ref. Number: W20000036478

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

In part III of the application you need to list the word SEREME. Remove the slogan: STRENGTHEN AND RESTORE because this is just an informational statement.

Please return your document, along with a copy of this letter, within 60 days or your filing will be considered abandoned.

If you have any questions concerning the filing of your document, please call (850) 245-6939.

Tammi Cline  
Regulatory Specialist III

Letter Number: 920A00007688

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FLORIDA DEPARTMENT OF STATE  
4100 MAJESTIC VIEW LANE  
FLEMING ISLAND, FL 32003

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**COVER LETTER**

**TO:** Registration Section  
Division of Corporations

**SUBJECT:** Trademark  
\_\_\_\_\_  
(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:

Louisena Caudio  
\_\_\_\_\_  
(Name of Person)

Serene LLC  
\_\_\_\_\_  
(Firm/Company)

1567 Majestic View Lane  
\_\_\_\_\_  
(Address)

Fleming Island, FL 32003  
\_\_\_\_\_  
(City/State and Zip Code)

For further information concerning this matter, please call:

Louisena Caudio at ( 904 ) 416-7728  
\_\_\_\_\_  
(Name of Person) (Area Code & Daytime Telephone Number)

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REGISTRATION SECTION  
TALLAHASSEE, FLORIDA

**Mailing Address:**

Registration Section  
Division of Corporations  
P.O. Box 6327  
Tallahassee, FL 32314

**Street Address:**

Registration Section  
Division of Corporations  
The Centre of Tallahassee  
2415 N. Monroe Street, Suite 810  
Tallahassee, FL 32303

**(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: Louisena Caudio

(b) Owner's/Applicant's business address: 1567 Majestic View Lane

Fleming Island, FL 32003  
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: \_\_\_\_\_

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: L17000259474

(2) Domicile State or Country: Florida, United States

(3) Federal Employer Identification Number: 83-2128055

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.)

Hair Products

Sereme Shea Butter and Ccpa Cleansing Shampoo, sereme Shea Butter and Ccpa Replenishing Deep Conditioner Treatment

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.)

Hair Products

Sereme Shea Butter and Cepa Cleansing Shampoo, sereme Shea Butter and Cepa Replenishing Deep Conditioner Treatment

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SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

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 advertising here:

The name, logo, design, and slogan are on a label attached to their respective bottles

TRADEMARKS: If the name, logo, design and/or slogan are/is being used to identify a product manufactured by 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 its packaging:

The name, logo, design, and slogan are on a label attached to their respective bottles

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 3

**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: 01/27/2020

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RECORDS SECTION  
OFFICE OF THE  
SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

**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.)

SHEA BUTTER AND CEPA Replenishing DEEP CONDITIONER TREATMENT (and) SHEA BUTTER AND CEPA Replenishing  
CLEANSING SHAMPOO. light purple Banana Leaf design with brown border  
Sereme

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 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.

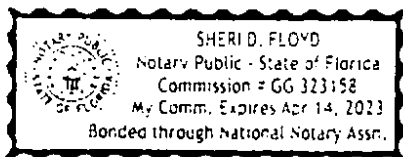
SIGNATURE OF APPLICANT/OWNER AND NOTARIZATION:

I, Louisena Caudio 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.

Louisena Caudio  
Typed or printed name of applicant  
Louisena Caudio  
Applicant's signature  
(List name and title)

STATE OF FLORIDA  
COUNTY OF Clay

Sworn to (or affirmed) and subscribed before me by means of  physical presence or  online notarization, this (numeric date) this 17 day of 03, 2020, by (Louisena Caudio)  
numeric date month year name of person making statement



Sheri Floyd  
Notary Public's Signature  
Sheri Floyd  
Notary Public's Printed Name

Personally Known  OR Produced Identification

Type of Identification Produced: \_\_\_\_\_

**FILING FEE: \$87.50 per class**

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CLAY COUNTY FLORIDA

# Sereme

SHEA BUTTER AND CEPA  
Replenishing  
**DEEP CONDITIONER  
TREATMENT**

**TO STRENGTHEN AND RESTORE**

8 fl oz  
(240 mL)

The formula is fast acting to help detangle hair, to create more slip, promote softness, add shine, and helping to create hair fullness and help promote hair growth.

Onion helps foster hair growth and has been recommended for treating hair loss and other scalp problems. With its excellent cleansing, conditioning, nourishing and antibacterial properties, it is found to be quite successful as an agent for natural hair loss treatments. It does this by stimulating proper blood flow, delivering enough oxygen and nutrients to the hair roots to encourage healthy regrowth. Additionally, onions contain important minerals like calcium, potassium, magnesium, as well as vitamins C and B6. Its high sulfur content is also a useful element in promoting hair growth. A high level of sulfur in collagen tissues helps to prevent further hair loss and hair thinning problems.

**Directions:** After rinsing out shampoo, apply to wet hair. Comb through hair to evenly distribute product. Let sit for 3 minutes then rinse out.

**Warning:** for external use only; keep out of reach of children.

**Ingredients:** Aqua (Water), Olea Europaea (Olive) Oil, Lauryl Laurate, Cetyl Palmitate, Cetearyl Alcohol, Behentrimonium Methosulfate, Ricinus Communis (Castor) Seed Oil, Polyquaternium-7, Cetyl Alcohol, Dicapryldimmonium Chloride, Cetrimonium Chloride, Propylene Glycol, Allium Cepa (Onion) Bulb Extract, Stearyl Alcohol, Stearamidopropyltrimethylamine, Shea Butter Ethyl Esters, Aloe Barbardensis Leaf Juice, Algin, Urtica Dioica Extract, Serenoa Serrulata (Saw Palmetto) Fruit Powder, Bambusa Arundinacea (Bamboo) Stem Extract, Aesculus Hippocastanum (Horsefall) Seed Extract, Laminaria Digitata (Brown Algae) Extract, Carya Ovata (Hickory) Bark Extract, Panthenol, Hydrolyzed Wheat Protein, Phytol, Tocopheryl Acetate (Vitamin E), Biotin, Polyquaternium-10, Polyquaternium-37, Steareth-2, Phenoxyethanol, Ethylhexylglycerin, Parfum (Fragrance), Citric Acid

(833) 373-7363  
www.seremeic.com  
P.O. Box 8244  
Fleming Island, FL 32006



# Sereme

SHEA BUTTER AND CEPA  
Replenishing  
**CLEANSING SHAMPOO**

**TO STRENGTHEN  
AND RESTORE**

12 fl oz  
(375 mL)

This is a revolutionary formula designed to moisturize the hair, purify the scalp, and promote the best environment for hair growth. The ingredients in this product work to help suppress irritation, add shine, prevent dandruff, and help stop breakage.  
A fast acting detangler.

Onion helps foster hair growth and has been recommended for treating hair loss and other scalp problems. With its excellent cleansing, conditioning, nourishing and antibacterial properties, it is found to be quite successful as an agent for natural hair loss treatments. It does this by stimulating proper blood flow, delivering enough oxygen and nutrients to the hair roots to encourage healthy regrowth. Additionally, onions contain important minerals like calcium, potassium, magnesium, as well as vitamins C and B6. Its high sulfur content is also a useful element in promoting hair growth. A high level of sulfur in collagen tissues helps to prevent further hair loss and hair thinning problems.

**Directions:** Apply to wet hair, gently massage from root to ends, rinse thoroughly. Repeat if necessary.

**Warning:** for external use only; keep out of reach of children.

**Ingredients:** Aqua (Water), Sodium Lauryl Methyl Isethionate, Cocamidopropyl Betaine, Sodium Cocoyl Isethionate, Sodium Methyl Oleoyl Taurate, Aloe Barbardensis Leaf Juice, Algin, Hexylene Glycol, Capryloyl Glycine, Xylitylglucoside, Polyquaternium-7, Glycerine, Glycol Stearate, PEG-7 Glyceryl Cocoate, Shea Butter Ethyl Esters, Rosmarinus Officinalis (Rosemary) Leaf Extract, Hydrolyzed Wheat Protein, Glyoxyloyl Carbocysteine, Glyoxyloyl Keratin Amino Acids, Propylene Glycol, Allium Cepa (Onion) Bulb Extract, Urtica Dioica (Nettles) Extract, Serenoa Serrulata (Saw Palmetto) Fruit Powder, Bambusa Arundinacea (Bamboo) Stem Extract, Aesculus Hippocastanum (Horsefall) Seed Extract, Salix Alba (Willow) Bark Powder, Laminaria Digitata (Brown Algae) Extract, Carya Ovata (Hickory) Bark Extract, Coco-Glucoside, Glyceryl Oleate, Polyquaternium-10, Phenoxyethanol, Ethylhexylglycerin, Citric Acid, Parfum (Fragrance).

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