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Manuel R. Valcarcel, Esq. Tel, 305-579-0812 Fax: 305-961-5812 mrv@gtlaw.com

March 10, 2020

VIA USPS EXPRESS MAIL

Florida Department of State Division of Corporations Post Office Box 6327 Tallahassee, Florida 32314

> Florida Trademark Registration Application for HEBREW FREE LOAN Re: ASSOCIATION OF SOUTH FLORIDA

Dear Sir or Madam:

Enclosed for filing with the Florida Department of State, please find the following:

- Trademark Registration Application for HEBREW FREE LOAN ASSOCIATION OF SOUTH FLORIDA;
- Check for \$87.50 payable to Florida Department of State in payment of the applicable filing fees for registration; and
- Three specimens of use of the mark, consisting of website screen printouts showing use of the mark to promote the services.

Please direct all communications concerning the enclosed application to the undersigned.

Sincerely,

GREENBERG TRAURIG, P.A.

Manuel R. Valcarcel, Esq.

MRV/rb Enclosures

ACTIVE 46938241v1 www.gtlaw.com



FLORIDA DEPARTMENT OF STATE Division of Corporations

March 24, 2020

MANUEL R. VALCARCEL, ESQ. GREENBERG TRAURIG, P.A. 333 SE SECOND AVE, STE. 4400 MIAMI, FL 33131

SUBJECT: HEBREW FREE LOAN ASSOCIATION OF SOUTH FLORIDA

Ref. Number: W20000031168

We have received your document for HEBREW FREE LOAN ASSOCIATION OF SOUTH FLORIDA and your check(s) totaling \$87.50. However, the enclosed document has not been filed and is being returned for the following correction(s):

Your mark contains word(s)/design(s) that must have a disclaimer. All geographical terms, such as cities, states, countries, and designs of same, must be disclaimed. Some commonly used words and corporate suffixes must also be disclaimed. You must disclaim the following term(s) by completing the disclaimer statement found in #2 of Part III of the application: "HEBREW" "LOAN ASSOCIATION" "SOUTH FLORIDA"

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.

Letter Number: 520A00006389

Karen A Saly Regulatory Specialist II

www.sunbiz.org

Mary Marcos Tel. No. 305-579-7767 Fax No. 305-579-0717 ipmiami@gtlaw.com

April 29, 2020

BY OVERNIGHT UPS DELIVERY

Attention: Ms. Karen A. Saly Regulatory Specialist II Registration Section Division of Corporations The Centre of Tallahassee 2415 N. Monroe Street, Suite 810 Tallahassee, Florida 32303

Re: Response to Letter Number 520A00006389 dated March 24, 2020

regarding trademark application to register the mark

HEBREW FREE LOAN ASSOCIATION OF SOUTH FLORIDA

Ref. Number W20000031168

Dear Ms. Saly:

We are in receipt of your Letter Number 520A00006389 dated March 24, 2020 (copy attached) regarding the trademark application to register the mark HEBREW FREE LOAN ASSOCIATION OF SOUTH FLORIDA.

Attached is the corrected trademark application with the completed disclaimer statement found in #2 of Part III of the application for the terms "HEBREW," "LOAN ASSOCIATION" and "SOUTH FLORIDA." Please go ahead and proceed with processing the trademark application.

Please let us know if you have any questions or need anything further.

Sincerely,

GREENBERG TRAURIG, P.A.

Mary Marcos Intellectual Property Paralegal

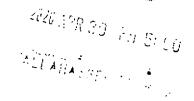
Enclosure

cc: Manuel R. Valcarcel, Esq. (mrv@gtlaw.com)

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

Division of Corporations Post Office Box 6327 Tallahassee, FL 32314 TO:

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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: Greater Miami Jewish Federation, Inc.
(b) Owner's/Applicant's business address: 4200 Biscayne Blvd.
Miami, Florida 33137
City/State/Zip If different, Owner's/Applicant's mailing address:
City/State/Zip
(c) Owner's/Applicant's telephone number: () 305 692-7355
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; not for profit corporation
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 <u>not</u> 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: 737814
(2) Domicile State or Country: Florida
(3) Federal Employer Identification Number: 59-0624404
2. (a) <u>SERVICE MARK</u> : 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.)
Financing and loan 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.)
· 보고
2. (e) 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:
The mark is used in advertisements, flyers, letterhead and other ways customary in the trade.
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) <u>FEE(S) AND CLASS(ES)</u> : 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.
discutificational state of country, when appreadic.
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: at least as early as 02/26/2020 (b) Date first used in Florida: at least as early as 02/26/2020
(a) Date first used in other state or country, if applicable: at least as early as 02/26/2020
(a) Date first used in other state or country, if applicable: at least as early as 02/26/2020
at least as early as 02/26/2020
(b) Date first used in Florida: at least as early as 02/26/2020
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.)
HEBREW FREE LOAN ASSOCIATION OF SOUTH FLORIDA
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)" HEBREW,
LOAN ASSOCIATION and SOUTH FLORIDA "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. <u>You must submit three specimens FOR EACH CLASS listed in Part I #2(d)</u>. The name, logo, design and/or slogan on the <u>specimens must be identical to the name, logo, design and/or slogan being registered</u>. You may provide three <u>identical specimens or three different specimens</u>. 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:

related company has registered this mark or in such near resemblance as to be like mistake or to deceive. I make this affidav	, being sworn, depose and say of the owner and applicant herein, and to the tent in this state or has the right to use such markely, when applied to the goods or services of swit and verification on my/the applicant's behalf and that the facts stated herein are true and c	best of my knowledge n in Florida either in th uch other person to ca lf. I further acknowled	no other person ex ne identical form to nuse confusion, to	cept a hereof cause
<u>Grea</u>	Typed or printed name of applicant Cardini Applicant's signature (List name and title)		C3 123 20 F8	TILEV
STATE OF FLORIDA COUNTY OF MIAMI-DADE				
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The Hebrew Free Loan Association of South Florida (HFLA), a Federation subsidiary, wants to help you! Read more: buff.ly/2p5Hig7



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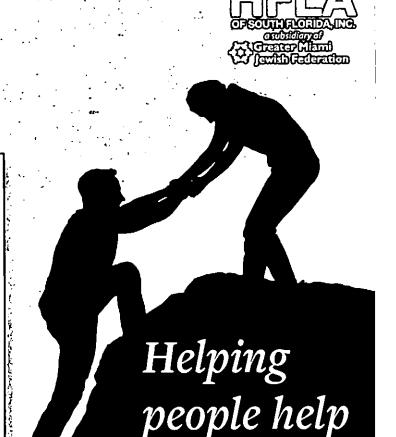
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The Hebrew Free Loan
Association of South
Florida, Inc. (HFLA)
is now a subsidiary of
the Greater Miami
Jewish Federation!

We can help you...

- Pay your medical expenses
- Grow your business
- Adopt a baby
- Fund household repairs
- Pay for infertility treatments
- Support your aging parents
- Send your child to camp
- Plan a Bar/Bat Mitzvah

...and so much more!



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