

T23000000705

(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

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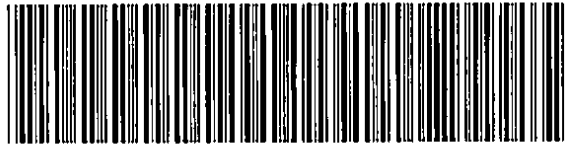
(Business Entity Name)

(Document Number)

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Special Instructions to Filing Officer:  
  
W23-67535

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500404969165

STATE OF ALABAMA

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2023 AUG 10 PM 10:29  
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K. SALY  
AUG 17 2023

8/17



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Telephone (305) 858-8000

**Boca Raton Office**

6751 N. Federal Hwy. Ste. 300  
Boca Raton, Florida 33487  
Telephone: (561) 243-1000

**Jacksonville Office**

10752 Deerwood Pk. Blvd. Ste. 100  
Jacksonville, Florida 32256  
Telephone: (904) 240-6000

March 14, 2023

**VIA U.S. MAIL**

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

Attn: Karen A. Saly

Re: Florida Trademark Application - KEY WEST COLLECTION  
MM Ref.: 9010.40705

Dear Ms. Saly:

Enclosed please find a trademark application, along with specimens, to be filed with the State of Florida regarding the above-referenced trademark. Also enclosed is our check in the amount of \$175.00 to cover the appropriate filing fees.

Kindest Regards,

Oliver A. Ruiz  
Partner

[oruiz@malloylaw.com](mailto:oruiz@malloylaw.com)

Reply to: Miami Office

OAR/en  
Enclosures



**COPY**

FLORIDA DEPARTMENT OF STATE  
Division of Corporations

May 10, 2023

OLIVER A. RUIZ, ESQ.  
MALLOY & MALLOY, P.L.  
2800 SW 3RD AVE  
MIAMI, FL 33129

SUBJECT: KEY WEST COLLECTION  
Ref. Number: W23000067535

We have received your document for KEY WEST COLLECTION and your check(s) totaling \$175.00. However, the enclosed document has not been filed and is being returned for the following correction(s):

Please enter the Florida document number associated with the company listed as the owner of the mark.

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: "KEY WEST"

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.

Karen A Saly  
Regulatory Specialist II

Letter Number: 923A00010573

**RECEIVED**  
AUG 10 2023

"Since 1959"

Registered Patent Attorneys  
Trial and Appellate Counsel  
Website: malloylaw.com

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Boca Raton Office

6751 N. Federal Hwy, Ste. 300  
Boca Raton, Florida 33487  
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Jacksonville Office

10752 Deerwood Pk. Blvd, Ste 100  
Jacksonville, Florida 32256  
Telephone: (904) 240-6000

July 10, 2023

VIA MAIL

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

Attn: Karen A. Saly  
Regulatory Specialist II

Re: Florida Trademark Application - KEY WEST COLLECTION  
Your Ref.: W23000067535  
MM Ref.: 9010.40705.MIA.OR

Dear Ms. Saly:

In response to your correspondence dated May 10, 2023 (copy enclosed) applicant hereby submits the corrected trademark application in connection with the above-referenced trademark.

This response is submitted within three months of the date of your action. Accordingly, applicant requests that its mark be accepted for registration.

Kindest Regards,



Oliver A. Ruiz  
Partner

[oruiz@malloylaw.com](mailto:oruiz@malloylaw.com)  
Reply to: Miami Office

OAR/en  
Enclosures

## COVER LETTER

TO: Registration Section  
Division of Corporations

SUBJECT: KEY WEST COLLECTION

(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:

Oliver A. Ruiz, Esq.

(Name of Person)

Malloy & Malloy, P.L.

(Firm/Company)

2800 SW 3rd Ave

(Address)

Miami, Florida 33129

(City/State and Zip Code)

For further information concerning this matter, please call:

Oliver A. Ruiz

305

858-8000

at ( )

(Name of Person)

(Area Code & Daytime Telephone Number)

**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

FILED
28 AUG 10 PM 6:20
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: Riley Hotel Group, LLC

(b) Owner's/Applicant's business address: 411 William Street

Key West, FL 33040

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: M14000007434

(2) Domicile State or Country: Ohio

(3) Federal Employer Identification Number: 20-1806567

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.)

Management of hotels and bed and breakfast inns

Hotel services

Bed and breakfast inn 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.)

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AUG 10 11:03:23  
ALBANY, NY

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:

Advertisements or promotional materials including but not limited to, flyers, brochures, signs, catalogs, website, etc.

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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:

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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:

035: 043

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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: September 2018

(b) Date first used in Florida: September 2018

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2018 AUG 10 PM 3:20  
FILED

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.)

KEY WEST COLLECTION

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) " KEY WEST

\_\_\_\_\_ " 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, Joseph Moffa, 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.

Riley Hotel Group, LLC  
Typed or printed name of applicant

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

STATE OF FLORIDA  
COUNTY OF Monroe

Sworn to (or affirmed) and subscribed before me by means of  physical presence or  online notarization, this (numeric date) this 14<sup>th</sup> day of February, 2023 by (Joseph Moffa),  
month year name of person making statement



KATIE ZIMMERMAN  
NOTARY PUBLIC - OHIO  
MY COMMISSION EXPIRES  
APRIL 25, 2023

Katie Zimmerman  
Notary Public's Signature

Katie Zimmerman  
Notary Public's Printed Name

Personally Known  OR Produced Identification

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

FILING FEE: \$87.50 per class

FILED  
AUG 10 PM 3:21  
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**KEY WEST**  
**COLLECTION**  
*by Riley*

**ISLAND CITY HOUSE**  
 KEY WEST, FL

Offering Caribbean, Victorian, and

**THE MERMAID & THE ALLIGATOR**  
 KEY WEST, FL

This upscale B&B offers 5-star

**WESTWINDS INN**  
 KEY WEST, FL

Set in a lush tropical garden, this



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## KEY WEST COLLECTION

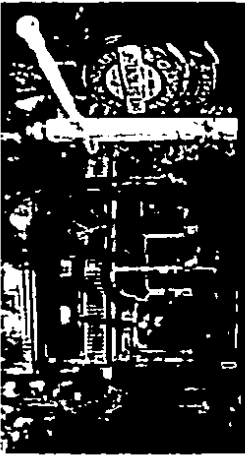
by Riley



**ISLAND CITY HOUSE**  
KEY WEST, FL

Offering Caribbean, Victorian, and tropical plantation style suites means first-time guests can choose their favorite theme, and returning guests have a different experience every time they stay.

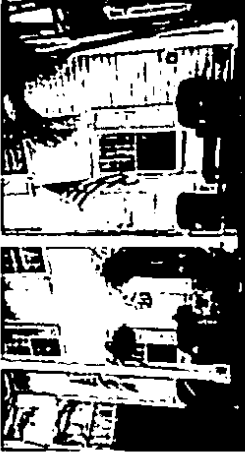
[BOOK NOW >](#)



**THE MERMAID & THE ALLIGATOR**  
KEY WEST, FL

This upscale B&B offers 5-star service with 9 well-appointed & charming guest rooms. Lush tropical gardens, close proximity to area attractions, & a full breakfast add to its charm & popularity.

[BOOK NOW >](#)



**WESTWINDS INN**  
KEY WEST, FL

Set in a lush tropical garden, this quaint, circa-1900's Old Town Key West Bed and Breakfast is in the Historic Seaport District just two blocks from the waterfront and a short walk to Duval Street.

[BOOK NOW >](#)

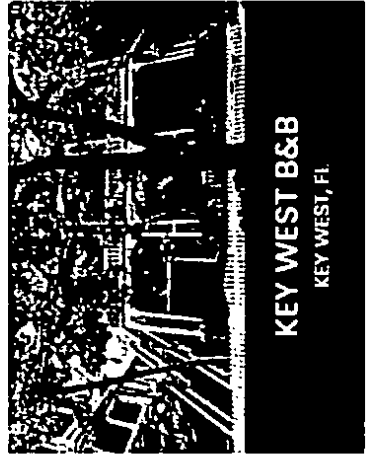






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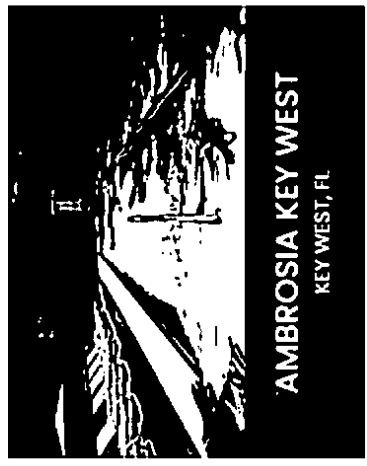


### KEY WEST B&B

KEY WEST, FL

On a quiet street in Key West's Historic Old Town sits this beautiful B&B. It offers 10 well-appointed rooms, beautiful architectural elements, tropical gardens, a Jacuzzi and sauna, and complimentary breakfast.

[BOOK NOW >](#)



### AMBROSIA KEY WEST

KEY WEST, FL

Situated in Old Town, this charming property offers 20 rooms and suites, two pools, private entrances, and a host of amenities just waiting for you to discover. Close to area attractions, restaurants, nightlife, and shopping.

[BOOK NOW >](#)



