



April 8, 1996

A CHILD'S PLACE IN APOLLO BEACH

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

100001775801
-04/11/96--01004--014
*****87.50 *****87.50

Subj: Application for Registration of Service Mark

Dear Registration Section:

Enclosed please find my application and check for purposes of registering the following service mark:

"A Child's Place in 'Apollo Beach' - Where Bright Futures Begin"

We are hopeful of using this service mark at multiple child care/learning centers, and, since it contains a geographical location, I have completed the disclaimer section contained in the application.

Thank you for your assistance.

Sincerely,
Stewardship Holdings, Inc.
d/b/a A Child's Place in Apollo Beach

Leslie W. Mortimer
Vice President

enclosures

T96000000557

"WHERE BRIGHT FUTURES BEGIN"

W96000008335

P.O. Box 3636 / Apollo Beach, FL 33572 / (813) 645-3977

FILED
96 MAY 11 1:30



A CHILD'S PLACE IN APOLLO BEACH

April 24, 1996

Florida Department of State
Division of Corporations
Attn: Ms. Diane Cushing
P. O. Box 6327
Tallahassee, FL 32314

Subj: A CHILD'S PLACE IN APOLLO BEACH
Ref. Number: W96000008335

Dear Ms. Cushing:

This is a follow up to our telephone discussion of Tuesday, the 23rd. Thank you for your time and being so helpful and courteous in answering my questions.

As we discussed, the mark I am applying for is:

"A CHILD'S PLACE IN 'APOLLO BEACH' - WHERE BRIGHT FUTURES BEGIN"

The "design" information under PART III of my application was provided to describe the logo/design depicted in the "specimen" attached to the application. I regret any confusion. There is no intent to include the word "design" in the mark.

Accordingly, my registration would not be confused with the federal registration for A CHILDREN'S PLACE AND DESIGN. Also, I am attaching a notarized affidavit to this letter which attests to the U.S. Patent and Trademark Office advising me that the federal registration is used in connection with the retail sales of clothing for children. My registration will be used in connection with child care / learning center services.

Again, thank you.

Sincerely,

Leslie W. Mortimer

"WHERE BRIGHT FUTURES BEGIN"

P.O. Box 3636 / Apollo Beach, FL 33572 / (813) 645-3977



FLORIDA DEPARTMENT OF STATE
Sandra B. Mortham
Secretary of State

April 18, 1996

LESLIE W. MORTIMER
P.O. BOX 3636
APOLLO BEACH, FL 33572

SUBJECT: A CHILD'S PLACE IN APOLLO BEACH AND DESIGN
Ref. Number: W96000008335

We have received your document for A CHILD'S PLACE IN APOLLO BEACH AND DESIGN and your check(s) totaling \$87.50. However, the enclosed document has not been filed and is being returned for the following correction(s):

We must deny registration pursuant to section 495.021(1)(f) and 495.181, Florida Statutes. There is a federal registration on file with the U.S. Patent and Trademark Office for A CHILDREN'S PLACE AND DESIGN, Registration Number 1,020,741 AND 1,137,068, for the same or similar name and class(es).

Please note the Florida Department of State will reconsider registration if you are able to provide this office with any official documentation reflecting the federally registered mark and the proposed Florida mark are being used in connection with two separate products or services. The telephone number for the U.S. Patent and Trademark Office is (703) 308-9000.

If you have any questions concerning the filing of your document, please call (904) 487-6913.

Diane Cushing
Corporate Specialist

Letter Number: 396A00018142



FLORIDA DEPARTMENT OF STATE
Sandra B. Mortham
Secretary of State

May 3, 1996

LESLIE W. MORTIMER
P.O. BOX 3636
APOLLO BEACH, FL 33572

SUBJECT: A CHILD'S PLACE IN APOLLO BEACH AND DESIGN
Ref. Number: W96000008335

We have received your document for A CHILD'S PLACE IN APOLLO BEACH AND DESIGN and your check(s) totaling \$87.50. However, the document has not been filed and is being retained in this office for the following:

We can not accept your affidavit stating the the federal mark is under a different type of business. We need a print out showing its a different line of business from the federal government.

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 (904) 487-6913.

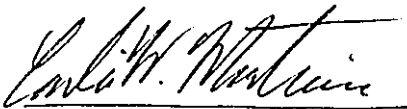
Diane Cushing
Corporate Specialist

Letter Number: 496A00021614

AFFIDAVIT

I, Leslie W. Mortimer, being sworn, depose and say that on Tuesday, April 23, 1996, I researched the federal registration on file with the U.S. Patent and Trademark Office for A CHILDREN'S PLACE AND DESIGN, Registration Number 1,020,741 and 1,137,068, and determined that this federal registration is used in connection with the retail sale of clothing for children. I further attest that the mark for which I seek registration with the Florida Department of State is A CHILD'S PLACE IN APOLLO BEACH - WHERE BRIGHT FUTURES BEGIN and said mark is and will be used in connection with child care / learning center services only.

This is true and correct.

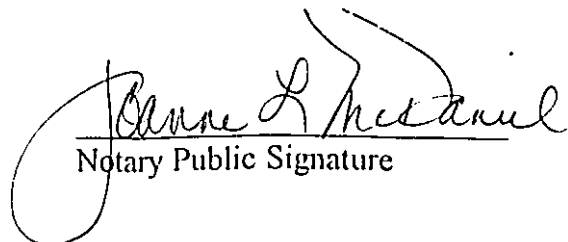
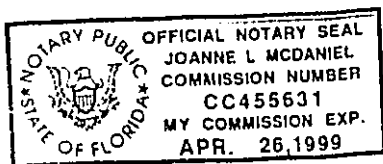


Leslie W. Mortimer

State of Florida

County of Hillsborough

On this 25th day of April, 1996, Leslie W. Mortimer personally appeared before me, who is personally known to me.


Notary Public Signature

Joanne L. McDaniel
Notary's Printed Name

My Commission Expires: 4/26/99

THE UNITED STATES OF AMERICA**TO ALL TO WHOM THESE PRESENTS SHALL COME****UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office**

May 13, 1955

THE ATTACHED U.S. TRADEMARK REGISTRATION 1,020,791 IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 20 YEARS FROM *September 16, 1915*
1ST RENEWAL FOR A TERM OF 10 YEARS FROM *September 27, 1935*
SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

*THE CHILDREN'S PLACE RETAIL STORES, INC.,
A DE CORP*



By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS

H. V. Williams
N. WILLIAMS
Certifying Officer

Int. Cl.: 42

Prior U.S. Cl.: 101

United States Patent Office

Reg. No. 1,020,741
Registered Sept. 16, 1978

SERVICE MARK

Principal Register



the children's place

The Children's Place, Inc. (Delaware corporation)
10 Gloria Lane
Fairfield, N.J.

For: RETAIL STORE SERVICES SPECIALIZING
IN CHILDREN'S CLOTHING, MATERNITY CLOTH-
ING, CHILDREN'S FURNITURE, TOYS AND AC-
CESSORIES, in CLASS 42 (U.S. CL. 101).

First used on or about Feb. 1, 1969; in commerce on or
about Aug. 1, 1970.

Without waiving any common law rights with respect
thereto, applicant hereby disclaims the word "Children's"
apart from the mark as a whole.

Ser. No. 23,793, Filed June 20, 1974.

E. PARKER LIVINGSTON, Jr., Examiner

THE UNITED STATES OF AMERICA

~~TO ALL TO WHOM THESE PRESENTS SHALL COME~~

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

May 13, 1988

THE ATTACHED U.S. TRADEMARK REGISTRATION 1,197,068 IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 20 YEARS FROM June 17, 1980

SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

*THE CHILDREN'S PLACE RETAIL STORE, INC.,
A DE CORP*

By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS

N. Williams
N. WILLIAMS
Certifying Officer

Int. Cl.: 42

P for U.S. Cl.: 101

Reg. No. 1,137,068

Registered Jun. 17, 1980

United States Patent and Trademark Office

SERVICE MARK

Principal Register

the children's place

The Children's Place, Inc. (Delaware corporation)
20 Gloria Ln.
Fairfield, N.J. 07006

For RETAIL STORE SERVICES SPECIALIZING
IN CHILDREN'S CLOTHING AND TOYS, in CLASS 41
(U.S. Cl. 101).

First use Feb. 1, 1969; in commerce Aug. 1, 1970.

Owner of U.S. Reg. Nos. 1,020,741 and 1,020,742.

Without waiving any common law rights with respect
thereto, applicant disclaims the word "Children's" apart
from the mark as shown.

Ser. No. 192,161. Filed Nov. 6, 1978.

B. H. VERTIZ, Priority Examiner

MARK HARRISON, Examiner

Florida Department of State, Sandra B. Mortham, Secretary of State

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

Name & address to whom acknowledgment should
be sent:

Mr. L. W. Mortimer
P.O. Box 3636
Apollo Beach, FL 33572
(941) 428-5917
Daytime Telephone number

PART I

1. (a) Applicant's name: Stewardship Holdings, Inc. dba A child's
Place in Apollo Beach

(b) Applicant's business address: P.O. Box 3636
Apollo Beach, FL 33572
City/State/Zip

(c) Applicant's telephone number: (813) 645-3977
☐ Individual ☒ Corporation ☐ Joint Venture ☐ Other
☐ General Partnership ☐ Limited Partnership ☐ Union

If other than an individual,

(1) Florida registration number: P96000020165 (2) Domicile State: Florida

(3) Federal Employer Identification Number: 59-3367270

2.(a) If the mark to be registered is a service mark, the services in connection with which the mark is used:
(i.e., furniture moving services, diaper services, house painting services, etc.)

Child care/learning center services

(b) If the mark to be registered is a trademark, the goods in connection with which the mark is used:
(i.e., ladies sportswear, cat food, barbecue grills, shoe laces, etc.)

(c) The mode or manner in which the mark is used:(i.e., labels, decals, newspaper advertisements, brochures, etc.)

Labels, decals, newspaper advertisements, brochures,
business cards, flyers, letterhead stationery,
envelopes, etc.

(Continued)

The class(es) in which goods or services fall:

Class 41 - Education

PART II

1. Date first used by the applicant, predecessor, or a related company (must include month, day and year):

(a) Date first used anywhere: 04/05/96 (b) Date first used in Florida: 04/05/96

PART III

1. The mark to be registered is: (If logo/design is included, please give brief written description which must be 25 words or less.)

"A Child's Place in 'Apollo Beach' - Where Bright Futures Begin"

Design: Smiling children appear in foreground. A cottage bearing "A Child's Place", tree, grass, clouds, swing set, and smiling sun appear in background.

2. DISCLAIMER (if applicable)

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM "Apollo Beach (or other city, county or geographical area)" APART FROM THE MARK AS SHOWN.

I, Leslie W. Mortimer, 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 no other person except a related company has the right to use such mark in Florida either in the identical form or in such near resemblance as to be likely to deceive or confuse or to be mistaken therefor. 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.

Leslie W. Mortimer, Vice Pres.

Typed or printed name of applicant

Leslie W. Mortimer, V.P.

Applicant's signature or authorized person's signature
(List name and title)

STATE OF Florida

COUNTY OF Hillsborough

On this 23rd day of April, 19 96, Leslie W. Mortimer
personally appeared before me,

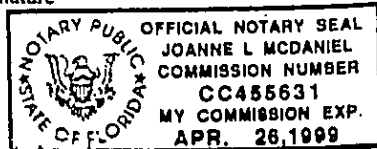
- ☒ who is personally known to me
☐ whose identity I proved on the basis of _____

SPECIMEN#



KATHY MORTIMER
Director

A CHILD'S PLACE IN APOLLO BEACH
P.O. Box 3636 / Apollo Beach FL 33572
(813) 645 3977



Joanne L. McDaniel
Notary Public Signature

Joanne L. McDaniel
Notary's Printed Name

My Commission Expires: 4/26/99

FEE: \$87.50 per class