

LAW OFFICES OF
HICKS & MACQUARRIE
 (A PARTNERSHIP INCLUDING PROFESSIONAL ASSOCIATIONS)

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T96000001294

November 4, 1996

Division of Corporations
 Post Office Box 6327
 Tallahassee, Florida 32314

Re: Data Base of North Florida

800002002368--7
 -11/13/96--01060--014
 *****87.50 *****87.50

Dear Sir or Madame: *The SwapNet (35)*

Enclosed please find the following on the above-referenced matter

1. An original Application for the Registration of a Trademark or Service Mark;
2. A check number 4735 in the amount of \$87.50 from Data Base of North Florida, Inc. for your filing fee.

Thank you for your attention and, should you have any questions, please do not hesitate to contact us.

Very truly yours,

HICKS & MacQUARRIE

By: *Sherry Nimmo*
 Sherry Nimmo
 Legal Assistant

T96-1294

SN/kic
 Enclosures

Name	
Availability	<i>np np</i>
Document Examiner	NJC
Updater	NJC
Updater Verifier	NJC
Acknowledgement	NJC
W. P. Verifier	NJC

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

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

Name & address to whom acknowledgement should be sent:

Daniel Hicks, P.A.

2303 S.E. 17th Street, Suite 201

Ocala, FL 34471

(352) 351-3353

Daytime Telephone number

PART I

DATABASE OF NORTH FLORIDA

1. (a) Applicant's name: _____

(b) Applicant's business address: 3681 N.E. 7th Street

Ocala, Florida 34470-1045

City/State/Zip

694-8103

(c) Applicant's telephone number: (352) _____

- Individual
- Corporation
- Joint Venture
- Other: _____
- General Partnership
- Limited Partnership
- Union

If other than an individual,

(1) Florida registration number: L30491 (2) Domicile State: Florida

(3) Federal Employer Identification Number: 59-2974002

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.)

to be used as a service on the internet

(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.)

not applicable - service

(c) The mode or manner in which the mark is used:(i.e., labels, decals, newspaper advertisements, brochures, etc.)
to be advertised in local newspapers, radio, t.v., direct mail.

(d) The class(e) in which goods or services fall:
Class 35 - Advertising and Business

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: 11/15/96 (b) Date first used in Florida: 11/15/96

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.)

See Attached

The Swap Net (SN)

2. DISCLAIMER (if applicable)

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM " The Swap Net
SN " APART FROM THE MARK AS SHOWN.

I, Carl Roepe 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.

Database of North Florida
Carl Roepe, President
Typed or printed name of applicant
Carl Roepe, President
Applicant's signature or authorized person's signature
(List name and title)

STATE OF Florida
COUNTY OF Marion

On this 3rd day of October, 19 96, Carl Roepe personally appeared before me,

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

Henry E. Hodges
Notary Public Signature

Notary's Printed Name

Seal

My Commission Expires: _____

FEE: \$87.50 per class

SN

SWAP NET

Data Base of North Florida proudly announces a new service that couples both direct marketing and the power of the internet to deliver full color ads and product information on the world wide web.

"The SwapNet" is enhanced with direct marketing for the sole purpose of reminding and soliciting visitors to the web site. Monthly direct mail will provide our message, to visit the web site, directly into the hands of the buying public.

Compilers of targeted databases for 9 years, Data Base will select and use their own internal databases to effectively spread the word with direct mail. This will prove the combination of both internet and direct mail can deliver the market.

Powerful search engines will ease visitors through the selection of items similar to your local newspaper. Seeing the actual item photograph, description and contact information will help the customer in it's decision to buy. Plus with the added benefit of knowing it's for sale in the area selected, the purchase or inquiry is easily.

As we are bringing our systems on-line, you have an opportunity to be part of the original marketers on the "The SwapNet" free of charge. This opportunity will extend to November 30, 1996. All you need to do is supply a photo with a brief description and contact information, and mail it to us. Send in as many items as you wish. When the free period is about to expire, you will be contacted with pricing information to continue your presence on the Web.

When we receive your work, a representative will contact you to review your items and show you how to access your ads. Thank you in advance for taking part of this exciting marketing combination.

Data Base of North Florida, Inc.
3681 NE 7th Street Ocala FL 34470 * P O Box 808 Silver Springs FL 34489
(352) 694-8103 Fax (352) 694-3505 Toll Free 1-800-828-5373