

19800000 1266

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JOSEPH A. SIMPSON
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TELEPHONE (941) 332-3366
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October 26, 1998

*BOARD CERTIFIED-CIVIL TRIAL
*BOARD CERTIFIED-REAL ESTATE

FEDERAL EXPRESS
Registration Section
Division of Corporations
409 E. Gaines Street
Tallahassee, FL 32399

200002673532--2
-10/27/98--01065--009
****175.00 ****175.00

RE: Waterman Broadcasting Corporation of Florida
Service Mark

Dear Sirs: 11 at 11:00 35/38

Enclosed please find Application For The Registration Of A
Trademark Or Service Mark with specimen copies attached thereto.
Also enclosed is my check for \$175.00 for registration under
classes 35 and 38.

Please return the acknowledgement to this office, as stated in
the application.

Thank you for your prompt attention to this matter

Yours very truly,

[Handwritten Signature]
Steven Carta

FILED
98 NOV -9 AM 8:39
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

SC/cg
Enclosure

~~198-1266-598-24819~~

855/762/671

(7)

Name Availability	nc
Document Examiner	NJC
Updater	NJC
Updater Verifier	NJC
Acknowledgement	NJC
W. P. Verifier	NJC



FLORIDA DEPARTMENT OF STATE
Sandra B. Mortham
Secretary of State

November 2, 1998

STEVEN CARTA, ESQUIRE
SIMPSON, HENDERSON & CARTA
P.O. BOX 1906
FT. MYERS, FL 33902

SUBJECT: 11 AT 11:00
Ref. Number: W98000024819

We have received your document for 11 AT 11:00 and your check(s) totaling \$175.00. However, the document has not been filed and is being retained in this office for the following:

The specimens provided this office are not acceptable; we need three permanent specimens, which may be the same or different. We do not accept photocopies or camera ready copies. We do not accept specimens which have been altered or defaced in any manner. In order to register your service mark, we need specimens from which we can determine the services being rendered. We will accept brochures, newspaper, or magazine advertisements, or business cards. If business cards are used, we must be able to determine from the business card the services offered. The mere mark, address, city, etc., on the business card, brochure, or advertisement is not acceptable -- we must be able to look at the specimens provided and be able to determine the services being rendered. We need specimens for each class of registration.

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) 487-6918.

Nanette Causseaux
Corporate Specialist Supervisor

Letter Number: 198A00053464

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MICHAEL D. RANDOLPH
ASSOCIATE

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November 6, 1998

FAX TRANSMISSION

Nanette Causseaux
Corporate Specialist Supervisor
Florida Department of State
Division of Corporations
P. O. Box 6327
Tallahassee, FL 32314

RE: Subject: 11 at 11:00
Reference Number: W98000024819

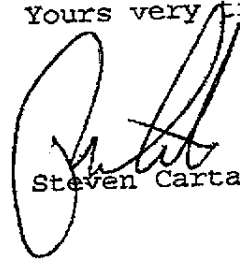
Dear Ms. Causseaux:

As a follow-up to our telephone conversation today concerning your letter, dated November 2, 1998, to me, please be advised that the specimen sheets sent with the service mark application in the referenced matter which contain five color depictions of the use of "11 at 11:00" are prints of the film frames broadcast by my client (WZVN-TV) on television. There is no other way of sending these specimens, other than with the film clip itself.

It is my understanding that this explanation resolves your concerns, and that upon receipt of this letter, the application will be promptly processed.

Thank you for your cooperation in this matter.

Yours very truly,


Steven Carta

SC/cg

RECEIVED
NOV 06 1998
2:51 PM
DIVISION OF CORPORATIONS
FLORIDA DEPARTMENT OF STATE
TALLAHASSEE, FLORIDA

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:

STEVEN CARTA, ESQUIRE
SIMPSON, HENDERSON & CARTA
P. O. Box 1906
Fort Myers, FL 33902
(941) 332-3366
Daytime Telephone number

PART I

1. (a) Applicant's name: WATERMAN BROADCASTING CORPORATION OF FLORIDA

(b) Applicant's business address: 3719 Central Avenue
Fort Myers, Florida 33911-7578
City/State/Zip

(c) Applicant's telephone number: (941) 939-2020

Individual Corporation Joint Venture Other:
 General Partnership Limited Partnership Union

If other than an individual,

(1) Florida registration number: G42428 (2) Domicile State: Florida

(3) Federal Employer Identification Number: 59-2308739

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.)

TELEVISION NEWS BROADCASTING

(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.)

N/A

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

TELEVISION PROMOTIONAL ADVERTISING IN TELEPHONE BOOK, NEWSPAPERS,
TELEVISION AND NEWS BROADCASTS.

(Continued)

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

35 and 38

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: August 29, 1997 (b) Date first used in Florida: August 29, 1997

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.)

11 at 11:00

FILED
98 NOV 19 AM 8:36
TALAHASSEE, FLORIDA
SECRETARY OF STATE

2. DISCLAIMER (if applicable)

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM "11" or "11:00" APART FROM THE MARK AS SHOWN.

I, STEVEN PONTIUS, 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

WATERMAN BROADCASTING CORPORATION OF FLORIDA

Typed or printed name of applicant

By:

[Handwritten signature of Steven Pontius]

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

STATE OF FLORIDA STEVEN PONTIUS, EXECUTIVE VICE-PRESIDENT

COUNTY OF LEE

On this 11 day of October, 19 98, STEVEN PONTIUS personally appeared before me,

[X] who is personally known to me [] whose identity I proved on the basis of

(Seal)

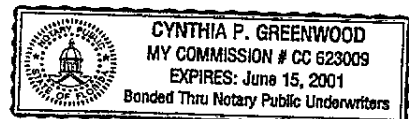
[Handwritten signature of Cynthia P. Greenwood]

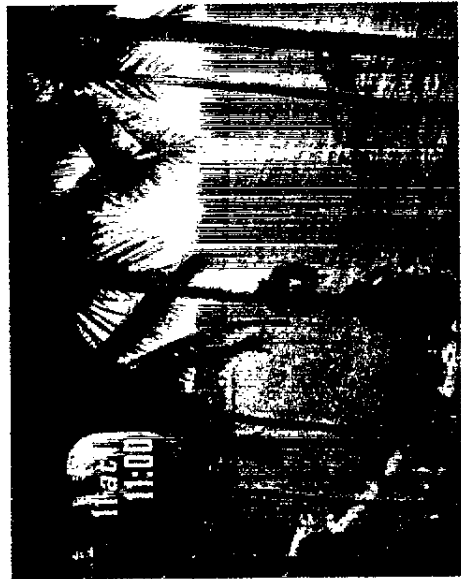
Notary-Public Signature

CYNTHIA P. GREENWOOD Notary's Printed Name

My Commission Expires:

FEE: \$87.50 per class





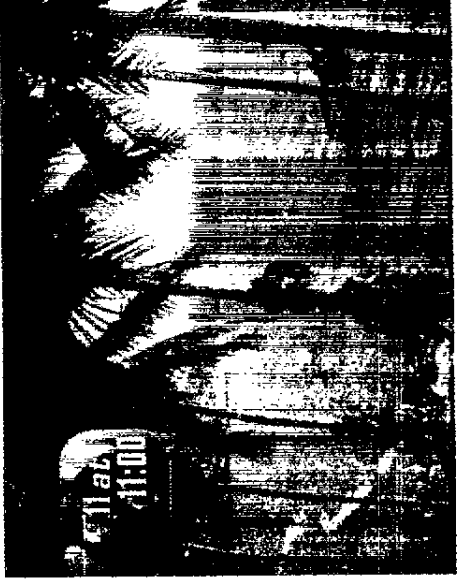
11 at 11:00 generic bug



11 at 11:00 America In A Minute bug



11 at 11:00 Florida In A Minute bug




11 at 11:00 World In A Minute bug





**11 at 11:00
Double Box Format**

PHONE BOOK AD



News at 6:00

**The Only
Local News
LIVE from Naples**



11 at 11:00

*Give Us Eleven Minutes.
We'll Give you:
News - Weather - Sports
All Commercial Free.*

