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June 13, 1996

Florida Department of State
Division of Corporations
P.O. Box 6327
Tallahassee, FL 32314

500001865555
-06/18/96--01120--009
*****87.50 *****87.50

Re: Registration of Servicemark for Home Design Services, Inc.

Gentlemen: 10,000 House Plans & The house plan store
(35)

Enclosed please find an application, check and three specimens for the registration of a servicemark as described in the application, which I am filing on behalf of my client, Home Design Services, Inc. Please forward the acknowledgement and/or Certificate of Registration to the undersigned at the above address.

If you have any questions regarding the Application, please let me know. Thank you for your assistance.

Yours very truly,

H. Richard Bates

H. Richard Bates

HRB/clb
Enclosures

T96-695

Name	
Availability	<i>up</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

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

Name & address to whom acknowledgement should
be sent:

H. Richard Bates, Esquire

P. O. Box 180902

Casselberry, FL 32718

(407) 696-0688
Daytime Telephone number

PART I

1. (a) Applicant's name: HOME DESIGN SERVICES, INC., a Florida corporation

(b) Applicant's business address: 580 Cape Cod Lane, Suite 9

Altamonte Springs, FL 32714

City/State/Zip

(c) Applicant's telephone number: (407) 862-5444

☐ Individual ☒ Corporation ☐ Joint Venture ☐ Other: _____
☐ General Partnership ☐ Limited Partnership ☐ Union

If other than an individual,

(1) Florida registration number: 483331 (2) Domicile State: Florida

(3) Federal Employer Identification Number: _____

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.)

A house plan store with a showroom featuring home designs and plans and

varying services in connection with designing and building one's home.

(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.)

fixed signage, printed advertisements, brochures, television advertising, cd-roms,
radio advertising.

(Continued)

(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: January 17, 1996 (b) Date first used in Florida: January 17, 1996

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.)

Inside the partial profile of a house and immediately to the left is the phrase

"10,000 House Plans" which is partially enclosed by the outline of the house,

and below this is the phrase "The House Plan Store".

2. DISCLAIMER (if applicable)

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM " "10,000 House Plans",

"Store"

" APART FROM THE MARK AS SHOWN.

I, JAMES E. ZIRKEL, 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.

JAMES E. ZIRKEL, President HOME DESIGN SERVICES, INC.

Typed or printed name of applicant

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

STATE OF FLORIDA

COUNTY OF SEMINOLE

On this 13th day of June, 19 96, James E. Zirkel personally appeared before me,

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

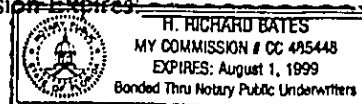
[Signature]
Notary Public Signature

H. Richard Bates
Notary's Printed Name

Seal

My Commission Expires:

FEE: \$87.50 per class



10,000 HOUSE PLANS TM

"THE HOUSE PLAN STORE"



Sell your Products and
Services In Central
Florida's Only House Plan
Store !

Choose Your Marketing Program

Bronze

- Display in Plan Store Showroom
- One Full Page Ad In "Home Design" Magazine

Silver

- Display In Plan Store Showroom
- Two Full Page Ads In "Home Design" Magazine
- Your Company Literature Presented In Plan Store
- Monthly "Lead List" of Prospects and Plan Sales

Gold

- Display In Plan Store Showroom
- Three Full Page Ads In "Home Design" Magazine
- Your Company Literature Presented In Plan Store
- Your Company Specified In Plan Store Sales
- Monthly "Lead List" of Prospects and Plan Sales

For Information:

Phone: (407) 862-5444

Fax: (407) 682-6044