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SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

**N. CAUSSEAU**

JAN 28 2010

**EXAMINER**

## COVER LETTER

**TO:** Registration Section  
Division of Corporations

**SUBJECT:** The Ledger

(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:

Shannon Ogden

(Name of Person)

New York Times Management Services

(Firm/Company)

2202 N. West Shore Blvd. Ste. 370

(Address)

Tampa, FL 33607

(City/State and Zip Code)

For further information concerning this matter, please call:

Shannon Ogden

(Name of Person)

at ( 813 ) 864-6016

(Area Code & Daytime Telephone Number)

**MAILING ADDRESS:**

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

**STREET/COURIER ADDRESS:**

Registration Section  
Division of Corporations  
Clifton Building  
2661 Executive Center Circle  
Tallahassee, FL 32301

**(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  
10 JAN 27 PM 3:00  
SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

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: NYT Management Services, Inc.

(b) Owner's/Applicant's business address: 2202 N. West Shore Blvd. Ste. 370

Tampa, FL 33607

City/State/Zip

If different, Owner's/Applicant's mailing address: \_\_\_\_\_

City/State/Zip

(c) Owner's/Applicant's telephone number: ( 813 ) 864-6016

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: F04000000511 ✓

(2) Domicile State or Country: Delaware

(3) Federal Employer Identification Number: 06-1567241

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.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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.)

Community newspaper and advertisements published by the Lakeland Ledger containing items  
of local interest.

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:

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:

Trademark is printed directly on the goods.

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:

## 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: N/A

(b) Date first used in Florida: 01/16/1967

## 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.)

The Ledger

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)" \_\_\_\_\_  
" 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, Michael Golden, 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.

Michael Golden

Typed or printed name of applicant

Michael M

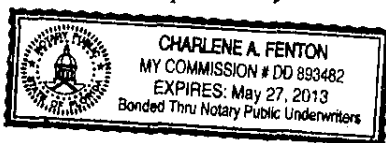
Applicant's signature  
(List name and title)

STATE OF FL

COUNTY OF Hillsborough

On this 7 day of January, 2010, Michael Golden personally appeared before me,

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



(Seal)

Charlene A. Fenton  
Notary Public Signature

Charlene A. Fenton  
Notary's Printed Name

My Commission Expires: May 27, 2013

FILING FEE: \$87.50 per class

# Highway Crash Kills Two Teens, Gravely Injures 3rd in Bartow B1

83 YEARS • 1924-2007 • POLK COUNTY'S NEWSPAPER

# The Ledger

Sunday, January 21, 2007

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ELECTION 2008:  
PRESIDENT

## Hillary Clinton Declares 'I'm In'

By DAN BALZ  
The Washington Post

WASHINGTON — Sen. Hillary Rodham Clinton, D-N.Y., Saturday announced she will establish a presidential exploratory committee, launching a 2008 campaign that could make her the first female president in history and the only former first lady to succeed her husband in the White House.

In a posting on her campaign Web site, Clinton announced her decision with a headline that read, "I'm In."

Clinton's decision to file papers with the Federal Election Commission ends months of fevered speculation about a possible bid for the White House. She released video and written statements on her Web

PLEASE SEE CLINTON, PAGE A7

## KAN. SENATOR BEGINS PRESIDENTIAL BID

Sen. Sam Brownback, R-Kansas, announced a long-shot bid for the presidency Saturday, declaring himself a conservative alternative to more widely known Republican hopefuls like Sen. John McCain and Rudolph Giuliani. He said his focus will be reviving faith and families in America, combating abortion, poverty and wasteful government spending, opposing same-sex marriage, and revamping Social Security and the federal tax system.

Story, A7

## Top GOP Job Pushes And Pulls Putnam

By DORY REISS  
Washington Post

WASHINGTON — Rep. Adam Putnam leaned forward on a conference table surrounded by reporters last week and ridiculed Democrats for spending two weeks on a legislative blitz for the first "100 hours" of the 110th Congress. He dubbed their fuzzy time-keeping "eastern Democratic time."

On television and in press conferences this month, Putnam also denounced Democrats as unfair in Republicans, and thus undemocratic. He berated them for playing politics with troops in Iraq.

As chairman of the Republican Conference, Putnam is the No. 3 House Republican and in charge of shaping the party message.

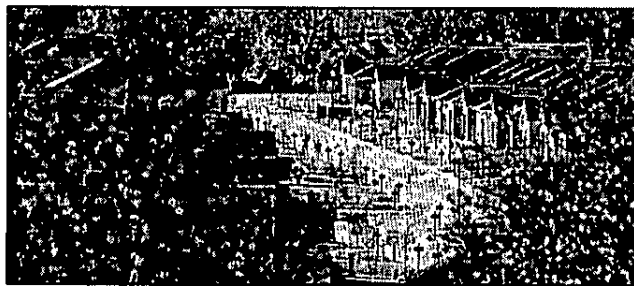
PLEASE SEE PUTNAM, PAGE A18

POLK COUNTY'S FUTURE

# GROWING WITH YOUR HELP

By TOM PALMER | THE LEDGER

If you have ever wanted to tell someone what you think about Polk County's growth, leave Tuesday night open. County planners and Polk Vision representatives plan a series of meetings aimed at getting the public involved in defining the issues for the future of growth planning in the county. Planners will be looking for ideas on what Polk should be like in 20 years or more, when the population could be double what it is now. Below are some specific issues the meetings are expected to address:



**HOUSING** | Two issues are affordability and density. Local officials are looking for ways to change the growth plan to allow denser housing (more units per acre) in more places to make homeownership more affordable. Denser development potentially could reduce the pressure to develop rural land and wildlife habitat if it is coupled with provisions to define boundaries around areas beyond which dense development will normally not be allowed to occur.

**WATER** | The availability of adequate water could be one of the limiting factors on future growth as increased demand has forced regional water managers to rein in permits and force urban, industry and agriculture to reduce consumption and to look for water by tapping rivers, lakes and treated sewage in ways that won't further harm the environment.



**SCHOOL CROWDING** | Revisions to the state planning law will soon require school capacity to be considered in making development decisions. One of the key issues is how to implement the requirement locally to guarantee that residential growth doesn't continue to outstrip classroom growth.



**TRANSPORTATION** | Growth brings traffic. One of the challenges of planning is to find ways to allow people to travel for work, school and other purposes. Issues include improving the road network, moratoriums on new development on overcrowded stretches of roads and expansion of mass transit.



**QUALITY OF LIFE** | There are other issues such as fire and police protection, noise regulation and tree protection residents may not find in the current growth plan but may want county officials to consider in future versions.

## ENVIRONMENT/OPEN SPACE

Polk County is home for more than 50 rare, threatened or endangered species of plants and animals, an important stopover area for migrating songbirds, the headwaters of five rivers and the Green Swamp Area of Critical State Concern. Protection and connection of key habitat areas are issues. So is providing open spaces for outdoor recreation for a growing population that in many parts of Polk County have limited options.



**UPCOMING MEETINGS** | All meetings will be from 6 to 8 p.m. The schedule: **TUESDAY** | also Region High School, 1965 Thruster Road, Eagle Lake. **THURSDAY** | Ridge Community High School, 500 W. Orchid Drive, Davenport. **JAN. 30** | Lake Gibson High School, 7007 N. Boom Loop Road, Lakeland. An additional round of meetings is planned for next fall. For more information, call 863-684-7691.

Tom Palmer can be reached at 863-602-7535 or tom.palmer@theledger.com.

DEADLIEST DAY IN 2 YEARS

# 20 U.S. Troops Are Killed In Iraq

Helicopter crash kills 13, while five die in a militia attack and two more from roadside bombs.

By BARBARA HROUTE  
The Associated Press

BAGHDAD, Iraq — At least 20 American service members were killed in military operations Saturday in the deadliest day for U.S. forces in two years, including 13 who died in a helicopter crash and five slain in an attack by militia fighters in the holy city of Karbala, military officials said.

Saturday's toll was the third-highest of any single day since the war began in March 2003, edged only by 37 U.S. deaths on Jan. 28, 2005, and 28 on the third day of the U.S. invasion. U.S. authorities also announced two American combat deaths from Friday. The heavy toll comes at a critical time of rising congressional opposition to President Bush's decision to dispatch 21,500 additional soldiers to the conflict to try to curb sectarian slaughter. The first reinforcements are already arriving in Baghdad and the surrounding areas.

The day's worst loss came from the crash of a U.S. Army helicopter northeast of Baghdad that killed 13 service members. An attack Saturday night blamed on militiamen in Karbala killed five soldiers. Roadside bombs killed another soldier in the capital and one in Nineveh province north of Baghdad.

The military gave little information on the crash of the Black Hawk during good weather in Diyala province, where U.S. and Iraqi forces have been battling Sunni insurgents and Shiite militias around the city of Baquba for months.

Lt. Col. Joseph A. Abernethy, a U.S. spokeswoman, said the cause of the crash had not been determined. Navy Capt. Frank Pascual, a member of a U.S. media relations team in the United Arab Emirates, told Al-Arabiya television that the helicopter was thought to have suffered technical troubles before going down.

Saturday's crash was the fourth deadliest since the start of the war. The worst crash occurred Jan. 28, 2005, when a Marine transport helicopter crashed during a sandstorm in Iraq's western desert. Thirty Marines and one sailor were killed — the largest number of American service members to die in a single incident in Iraq. On the same day, six other U.S. forces died in combat for a total of 37 deaths, the largest one-day casualty toll of the war.

The second highest daily toll was on March 23, 2003 when 28 service members were killed as American forces were pushing toward Baghdad on the third day of the U.S.-led invasion.

The U.S. military said militia fighters attacked a

PLEASE SEE IRAQ, PAGE A18

## INSIDE



**FLA. SENATOR DIES**  
George Smathers, a Democrat who spent three terms in the U.S. Senate, dies at 93. B4

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**WEATHER**  
Partly cloudy.  
Low of 64, high of 78. B6

## TIP OF THE DAY

Followed by Ballroom Dance, short class, 2-5 p.m. First Presbyterian Church, Lakeland. 863-6314

