

**T12000001200**

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*T12-1200*

SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

12 DEC 12 AM 9:34

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**N. GAUSSEAU**  
DEC 13 2012  
**EXAMINER**

**COVER LETTER**

**TO:** Registration Section  
Division of Corporations

**B**

**SUBJECT:** \_\_\_\_\_  
(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:

Mari-Kathleen S. Zaraza  
(Name of Person)

Law Offices of Mari-Kathleen S. Zaraza  
(Firm/Company)

500 Davis St. Suite 512  
(Address)

Evanston, IL 60201  
(City/State and Zip Code)

For further information concerning this matter, please call:

Mari-Kathleen S. Zaraza at ( 847 ) 328-5758  
(Name of Person) (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.)



FLORIDA DEPARTMENT OF STATE  
Division of Corporations

November 6, 2012

MARI-KATHLEEN S. ZARAZA, ESQUIRE  
LAW OFFICES OF MARI-KATHLEEN S. ZARAZA  
500 DAVIS STREET, SUITE 512  
EVANSTON, IL 60201

SUBJECT: "B" SYMBOLIZES BLOW IN "BLOWDRY" SHOWCASED USING BOLD, CONTEMPORARY, HEAVY TYPEFACE, WAVE IN "B" REFLECTS CONTOURS OF FLOWING HAIR AS WHEN BLOW DRIED  
Ref. Number: W12000056462

We have received your document for "B" SYMBOLIZES BLOW IN "BLOWDRY" SHOWCASED USING BOLD, CONTEMPORARY, HEAVY TYPEFACE, WAVE IN "B" REFLECTS CONTOURS OF FLOWING HAIR AS WHEN BLOW DRIED and your check(s) totaling \$262.50. However, the enclosed document has not been filed and is being returned for the following correction(s):

UNABLE TO DETERMINE AVAILABILITY AT THIS TIME You have submitted 3 applications each with the same exact wording in Part III 1. of the application. In Part III we want the mark to be registered only. Please delete everything you have in the disclaimer portion on each application.

List only the mark to be registered in #1 of Part III. Please delete any informational statements, explanations, etc. you may have included.

Pursuant to s. 495.035(5), F.S., this application will be considered abandoned if the applicant fails to reply or resubmit the corrected/amended application within three months from date of this letter.

If you have any questions concerning the filing of your document, please call (850) 245-6051.

Nanette Causseaux  
Document Specialist Supervisor

Letter Number: 012A00027027



FLORIDA DEPARTMENT OF STATE  
Division of Corporations

November 20, 2012

MARI-KATHLEEN S. ZARAZA, ESQUIRE  
LAW OFFICES OF MARI-KATHLEEN S. ZARAZA  
500 DAVIS STREET, SUITE 512  
EVANSTON, IL 60201

SUBJECT: B/DRY, B, and B/BLOW/BLOW DRY BAR  
Ref. Number: W12000056462

We have received your document for B/DRY, B, and B/BLOW/BLOW DRY BAR and your check(s) totaling \$262.50. However, the enclosed document has not been filed and is being returned for the following correction(s):

You failed to make the correction(s) requested in our previous letter.

List only the mark to be registered in #1 of Part III. Please delete any informational statements, explanations, etc. you may have included.

These corrections must be made on all 3 applications. EXAMPLE PART III: B DRY & DESIGN OF THE LETTER "B" UNDERLINED ABOVE THE WORD "DRY" WITHINA SQUARE

Pursuant to s. 495.035(5), F.S., this application will be considered abandoned if the applicant fails to reply or resubmit the corrected/amended application within three months from date of this letter.

If you have any questions concerning the filing of your document, please call. (850) 245-6051.

Nanette Causseaux  
Document Specialist Supervisor

Letter Number: 012A00027929

*Law Offices of*  
**Mari-Kathleen S. Zaraza, P. C.**  
*Counselors At Law*

*Attorneys*

Mari-Kathleen S. Zaraza  
Patrick T. Quinn  
Jacob Oldenburg

*Paralegals*

Judy Noe  
Sana Vaid

500 Davis Street,  
Suite 512  
Evanston, IL 60201  
Phone: 847-328-5758  
Fax: 847-328-5049  
zarazalaw@zarazalaw.com  
mkzaraza@sbcglobal.net

December 11, 2012

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

RE: B/Dry, B, and B/Blow/Blow Dry Bar  
REF Number: W12000056462


Responsive to your letter of November 20, 2012 enclosed please find the following:

1. Revised Application for Logo/Service Mark for B|Dry:
2. Revised Application for Logo/Service Mark for B:
3. Revised Application for Logo/Service Mark for B|Dry|Blow Dry Bar:

If you have any questions, please do not hesitate to contact the undersigned.

Sincerely,

Law Offices of Mari-Kathleen S. Zaraza, P.C.

By:   
Mari-Kathleen S. Zaraza

Enclosure

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

RECEIVED  
TALLAHASSEE, FLORIDA

12 DEC 12 AM 9:34

FILED

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: South Florida Salon Group, Inc

(b) Owner's/Applicant's business address: 110 Washington Ave #2409  
Miami Beach, FL 33139  
City/State/Zip

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

(c) Owner's/Applicant's telephone number: (. 847 ) 328-5758

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: P12000015519 ✓
- (2) Domicile State or Country: FL
- (3) Federal Employer Identification Number: 45-5106719

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.)

Beauty care for human beings, including all beauty culture services for women, men and children.

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.)

N/A

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:

Logo used in advertising media: paper and internet ads, menu of services, purchase receipts for group of services and confirmations of service bookings.

**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:

N/A

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:

Class 44

**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: October 1, 2012

(b) Date first used in Florida: October 1, 2012

**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.)



B & DESIGN OF THE LETTER B

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) "the letter B, except as used in the stylized version described above" 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, Mari-Kathleen S. Zaraza, 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.

South Florida Salon Group Inc.

Typed or printed name of applicant

*[Handwritten Signature]*  
Asst Secy

Applicant's signature  
(List name and title)

STATE OF IL

COUNTY OF Cook

Sworn to and subscribed before me on this 2 day of November, 2012 Mari-Kathleen S. Zaraza  
(Name of Individual Signing)

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

*[Handwritten Signature]*

Notary Public Signature

Sana Vaid

Notary's Printed Name



My Commission Expires: 6-1-15

FILING FEE: \$37.50 per class

FILED  
12 DEC 12 AM 9:34  
SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

# B CLASSIC



Signature blowout with soft movement and bend.

# B SLEEK



Clean, silky, poker-straight hair.

# B BEACHY



Effortless, salt-free, beach waves.

35 BLOW OUT  
OR  
MAKEUP

35

