

T15000000052

(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

☐ PICK-UP

☐ WAIT

☐ MAIL

W14-77012

(Business Entity Name)

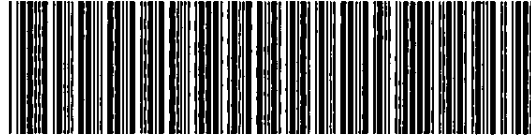
(Document Number)

Certified Copies \_\_\_\_\_

Certificates of Status \_\_\_\_\_

Special Instructions to Filing Officer:

Office Use Only



900267868809

T15-52

12/31/14--01017--017 \*\*175.00 ✓

FILED  
15 JAN 20 PM 1:01  
SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

JAN 23 2015

N. CAUSSEAU

**COVER LETTER**

**TO:** Registration Section  
Division of Corporations

**SUBJECT:** 4C Stylized Logo  
(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:

Olympia Devine  
(Name of Person)

4C Business Development Inc  
(Firm/Company)

205 Worth Ave, Suite 201  
(Address)

Palm Beach, Florida 33480  
(City/State and Zip Code)

For further information concerning this matter, please call:

Olympia Devine  
(Name of Person)

at (561) 420 9143  
(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

December 31, 2014

OLYMPIA DEVINE  
4C BUSINESS DEVELOPMENT INC  
205 WORTH AVENUE, SUITE 201  
PALM BEACH, FL 33480

SUBJECT: 4C IN A DESIGNED LOGO & SLOGAN "CREATE, COMMUNICATE,  
COORDINATE, CELEBRATE"  
Ref. Number: W14000077012

We have received your document for 4C IN A DESIGNED LOGO & SLOGAN "CREATE, COMMUNICATE, COORDINATE, CELEBRATE" and your check(s) totaling \$175.00. However, the enclosed document has not been filed and is being returned for the following correction(s):

You have listed a business entity as the owner/applicant of the mark in number 1(a) of Part I of the application. In number 1(c) of Part I, however, you have indicated the owner of the mark is an individual. Please amend your application accordingly.

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  
Regulatory Specialist II Supervisor

Letter Number: 814A00027544

APPLICATION FOR THE REGISTRATION OF A TRADEMARK OR SERVICE MARK  
Pursuant TO CHAPTER 495, FLORIDA STATUTES

FILED  
15 JAN 20 PM 1:01  
SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

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

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: Olympia Devine

(b) Owner's/Applicant's business address: Olympia Devine c/o Devine Public Relations  
205 Worth Ave, Suite 201,  
Palm Beach FL, 33480  
\_\_\_\_\_  
City/State/Zip

If different, Owner's/Applicant's mailing address: Olympia Devine  
P.O. Box 481,  
Palm Beach FL, 33480  
\_\_\_\_\_  
City/State/Zip

(c) Owner's/Applicant's telephone number: (561) 420 9143

Check the appropriate box to indicate the Owner/Applicant is a(n):

<input checked="" type="checkbox"/> Individual	<input type="checkbox"/> Corporation	<input type="checkbox"/> Joint Venture	<input type="checkbox"/> Limited Liability Company
<input type="checkbox"/> General Partnership	<input type="checkbox"/> Limited Partnership	<input type="checkbox"/> CJ Union	<input type="checkbox"/> 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 or 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 \_\_\_\_\_  
(2) Domicile State or Country \_\_\_\_\_  
(3) Federal Employer Identification Number \_\_\_\_\_

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, 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 services being rendered here:

(Note: List only those services currently being rendered by the owner/applicant. Do not include future services.)

Publishing service  
\_\_\_\_\_

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.)

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:

Website, flyers, labels, decals, newspapers, magazine publications, TV, radio, printed advertisements, brochures, posters, displays etc

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:

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 35 and Class 41

## 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:  
(b) Date first used in Florida: **12th December 2010.**

## PART ID

### **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 number and letter - 4C in a designed logo with the words: create, communicate, coordinate, celebrate.

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). . . . . ; create, communicate, coordinate and celebrate - other than in the combination within the logo design  
"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, Olympia Devine 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.*

Olympia Devine

Typed or printed name of applicant

Applicant's signature  
(List name and title)

STATE OF

Florida

COUNTY OF

Palm Beach

Sworn to and subscribed before me on this

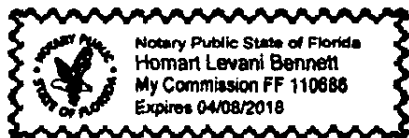
29<sup>th</sup>

day of December

(Name of Individual Signing)

✓ who is personally known to me

(Seal)



Notary Public Signature

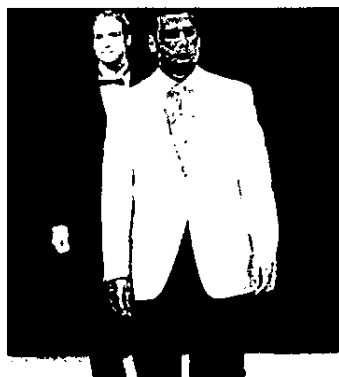
Notary's Printed Name

My Commission Expires:

4/8/2018

FILING FEE: \$87.50 per class

FILED  
15 JAN 20 PM 1:01  
SECRETARY OF STATE  
TALLAHASSEE, FLORIDA



**Art:** It's not what we create - it's how we enjoy it • **Fashion:** It's not what we wear - it's how we wear it  
**Lifestyle:** It's not what our lifestyle is - it's how we live it

### Product Launch and Marketing

#### Corporate Identity

- Trademark & copyright
- Product sample and collection styling

#### Marketing Tools:

- Visual and Photography
- Photographic shoot co-ordination
- Design and layout
- Stylists
- Biography
- Printing: newsletters, invitations, catalogues, line sheets, look books etc.
- Web design
- Packaging



#### PR/Advertising/Marketing and Media:

- Campaign design
- Launch schedule
- Press release – writing of and distribution to national/ International media

#### Product Distribution, Sales and Merchandising:

- Target market sales
- Events
- Direct mail lists and campaign
- Point of sale displays
- Private label product creation

**Sponsorship Promoter** — Devine Style has an extensive business network, as well as a long international history, which facilitates promotion & sponsorship for special events.

### Special Event Production Services

#### Venue Coordination

#### Fashion Show Production:

- Stage, set design and construction
- Custom runways
- Backdrops
- Lighting
- And much more

#### Catering

#### Photography and Videographers

#### PR and Media Coverage

#### Full Event Staff

- Models
- Specialty talent
- Choreography
- Emcee
- Personal/wardrobe assistants
- Makeup and hair stylists
- Music and sound engineer

#### Event Marketing

- Printing: Invitations, line sheets & event program
- E-mail blasts, social media & post event press wrap up
- Collateral materials
- Press release
- Media pitching • Photography & web site

