

116000000083

(Requestor's Name)

(Address)

(Address)

WIS-76489

(City/State/Zip/Phone #)

☐ PICK-UP

☐ WAIT

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(Business Entity Name)

(Document Number)

Certified Copies \_\_\_\_\_ Certificates of Status \_\_\_\_\_

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11/16/15--01056--011 \*\*262.50 ✓

FILED  
16 FEB -2 PM 2:13  
SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

FEB -4 2016

N. CAUSSEAU

**COVER LETTER**

**TO:** Registration Section  
Division of Corporations

**SUBJECT:** SUNSTREAM and design of a circle containing a stylized "S"  
(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:

Monica Flowers Crews

(Name of Person)

Core Hotels & Resorts, LLC

(Firm/Company)

6231 Estero Boulevard

(Address)

Fort Myers Beach, FL 33931

(City/State and Zip Code)

For further information concerning this matter, please call:

Monica Flowers Crews at 239 765-4111

(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 23, 2015

MONICA FLOWERS CREWS  
CORE HOTELS & RESORTS, LLC  
5231 ESTERO BLVD.  
FT. MYERS BEACH, FL 33931

SUBJECT: SUNSTREAM AND ESIGN OF A CIRCLE CONTAINING A  
STYLIZED S  
Ref. Number: W15000076489

We have received your document for SUNSTREAM AND ESIGN OF A CIRCLE CONTAINING A STYLIZED S and your check(s) totaling \$262.50. However, the enclosed document has not been filed and is being returned for the following correction(s):

We must deny registration pursuant to section 495.021(1)(f), Florida Statutes. There is a Florida registration on file with our office for "SUNSTREAM AND DESIGN OF TWO SLENDER S'S ABOVE THE WORD "SUNSTEAM", Registration Number "T01000000259", for the same or similar name and class(es).

If these are related companies, we must have an affidavit giving the reasons as to why this is being registered under "CORE HOTELS & RESORTS, LLC" and not "SUNSTREAM, INC." If they are NOT related companies, registration cannot be granted.

Pursuant to s. 495.035(5), F.S., you have three months in which to reply to this letter denying registration should you desire to do so. If you choose not to respond, your application will be considered abandoned in accordance with section 495.035(5), F.S.

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

Nanette Causseaux  
Regulatory Specialist II Supervisor

Letter Number: 715A00024677



FLORIDA DEPARTMENT OF STATE  
Division of Corporations

December 8, 2015

MONICA FLOWERS CREWS \*\*\*2ND MAILING\*\*\*  
CORE HOTELS & RESORTS, LLC  
6231 ESTERO BLVD.  
FT. MYERS BEACH, FL 33931

SUBJECT: SUNSTREAM AND ESIGN OF A CIRCLE CONTAINING A  
STYLIZED S  
Ref. Number: W15000076489

We have received your document for SUNSTREAM AND ESIGN OF A CIRCLE CONTAINING A STYLIZED S and your check(s) totaling \$262.50. However, the enclosed document has not been filed and is being returned for the following correction(s):

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

Nanette Causseaux  
Regulatory Specialist II Supervisor

Letter Number: 715A00024677

Date: February 2, 2016

To: Florida Department of State  
ATTN: Nanette Causseaux

From: Monica Flowers Crews

Re: W15000076489

# Pages: 3

Dear Nanette,

Regarding your letter dated December 8, 2015 for our registration of service mark:

SunStream and design of a circle containing a stylized S

Please accept the Affidavit included with this fax to proceed with filing the service mark as applied for.

Please acknowledge receipt of this response to [monicaf@sunstream.com](mailto:monicaf@sunstream.com).

Thank you kindly, Nanette.



Monica Flowers Crews  
SunStream, Inc.

RECEIVED  
2016 FEB -2 AM 11:47  
SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

## GENERAL AFFIDAVIT

STATE OF FLORIDA  
COUNTY OF LEE

FILED  
16 FEB -2 PM 2:13  
CLERK OF STATE  
TALLAHASSEE, FLORIDA

PERSONALLY came and appeared before me, the undersigned Notary, the within named David A. Lawrence, who is a resident of Lee County, State of Florida, and makes this his statement and General Affidavit upon oath and affirmation of belief and personal knowledge that the following matters, facts and things set forth are true and correct to the best of his knowledge:

SunStream, Inc. and Core Hotels & Resorts, LLC are related companies. SunStream, Inc. sold its hospitality assets to Core Hotels & Resorts, LLC in August 2014. Core Hotels & Resorts, LLC has established its new service mark (Ref. Number W15000076489). SunStream, Inc.'s old service mark (Reg. Number T01000000259) is in the process of being assigned to Core Hotels & Resorts, LLC.

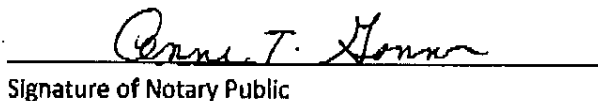
DATED this 2<sup>nd</sup> day of February, 2016



Signature of Affiant

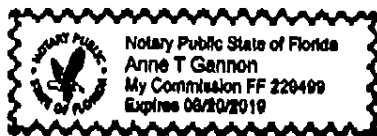
By: David A. Lawrence  
President of SunStream, Inc.  
President of Core Hotels & Resorts, LLC

SWORN to subscribed before me, this 2<sup>nd</sup> day of February, 2016, David A. Lawrence, who is personally known to me.



Signature of Notary Public

(Notary Seal)



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

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: Core Hotels & Resorts, LLC

(b) Owner's/Applicant's business address: 6231 Estero Boulevard  
Fort Myers Beach, FL 33931  
City/State/Zip

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

City/State/Zip

(c) Owner's/Applicant's telephone number: 239 765-4111

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: L14000053130 ✓

(2) Domicile State or Country: Florida, United States of America

(3) Federal Employer Identification Number: 46-5330064

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.)

Class 35-Advertising and Business Management of Hotels/Restaurants/Condominium Associations

Class 37-Building Construction of Hotels/Restaurants/Condominiums

Class 43-Services for providing food and drink; and temporary accommodation for Hotels/Restaurants/Condotelers

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:

Forms of advertisement: Brochures, Business Cards, Flyers, Menus, Websites, etc. The mark is being used in connection with Hotel, Restaurant, and Condominium Association Management; building construction of Hotels, Restaurants, and Condominiums; providing food and drink and temporary accommodations in Hotels, Restaurants and Condominiums.

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:

Classes 35, 37, and 43



## 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: November 11, 2015

(b) Date first used in Florida: November 11, 2015

## 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.)

SUNSTREAM and design of a circle containing a stylized "S"

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) SUNSTREAM

"APART FROM THE MARK AS SHOWN.

3. ATTACH OR INCLUDE THREE SPECIMENS OR EXAMPLES OF THE TRADEMARK OR SERVICE MARK BEING REGISTERED

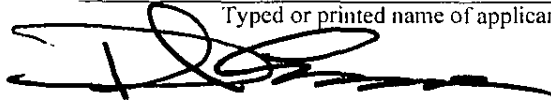
Chapter 495, F.S., requires you to submit three specimens (samples or examples) of the mark in use. You must submit three specimens FOR EACH CLASS listed in Part I #2(d). The name, logo, design and/or slogan on the specimens must be identical to the name, logo, design and/or slogan being registered. 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, David A. Lawrence, President, 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.

Core Hotels & Resorts, LLC

Typed or printed name of applicant



Applicant's signature  
(List name and title)

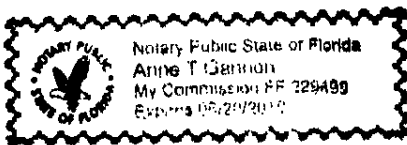
STATE OF Florida

COUNTY OF Lee

Sworn to and subscribed before me on this 13th day of November, 2015, David A. Lawrence  
(Name of Individual Signing)

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

(Seal)



Notary Public Signature

Anne Gannon

Notary's Printed Name

My Commission Expires: 06/20/2019

FILING FEE: \$87.50 per class

# OFFICIAL SPECIMEN



SUNSTREAM®  
HOTELS &  
RESORTS

*David Lawrence*  
President

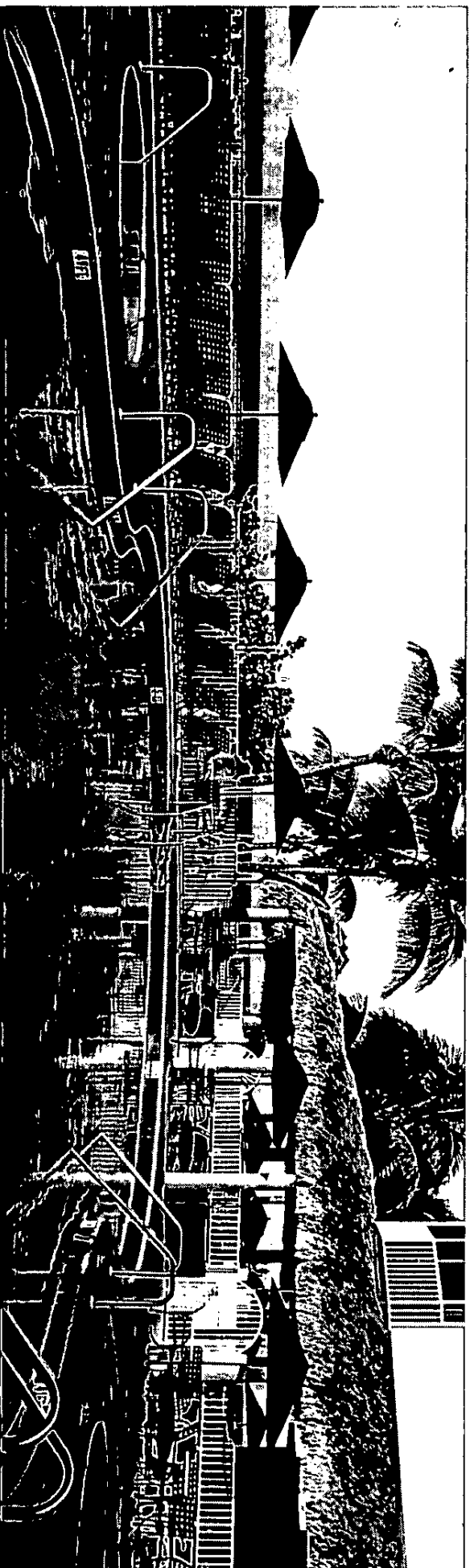
T 239 765 4111 / M 612 280 6444  
E davel@sunstream.com  
F 239 765 5755

SunStream Hotels & Resorts  
6231 Estero Blvd, Fort Myers Beach, FL 33931  
sunstream.com



SUNSTREAM®  
HOTELS &  
RESORTS

6231 Estero Boulevard  
Fort Myers Beach, FL 33931  
239-765-4111 • [SunStream.com](http://SunStream.com)



# *Why SunStream?* YOUR SUCCESS IS OUR PRIORITY

SunStream will work hard to deliver measurable results for your investment. We look forward to building a profitable partnership with you by implementing a set of our proven methods, uniquely tailored to your strategic vision and objectives.



# *Current Clients* BUILDING SUCCESS BY REPUTATION

Since 1986, SunStream has delivered excellence in hospitality by exceeding expectations, creating memorable experiences and fulfilling even the unexpressed wishes of those we serve. We are forever mindful of the trust and confidence bestowed upon us by our owners, guests, and clients.

## VACATION OWNERSHIP & SUNSTREAM REALTY

### *Building Success By Selling A Lifestyle*

#### **Vacation Ownership**

SunStream's hospitality services include timeshare management and timeshare property management. Our Vacation Ownership team is responsible for: tour generation, sales presentations, contract processing, and maintaining quality relationships with owners and guests. We bridge the gap between guests and the vacation experiences they long for. With years of sales experience, we constantly adapt our sales efforts to the changing marketplace keeping us on target with our sales goals.

#### **SunStream Realty**

Our full-service real estate division specializes in residential and commercial property sales in Southwest Florida. SunStream Realty is recognized for its integrity, expertise, and high level of service. Our talented team of agents strive to improve the quality of each client's distinctive lifestyle and to serve as advisors on all real estate needs.

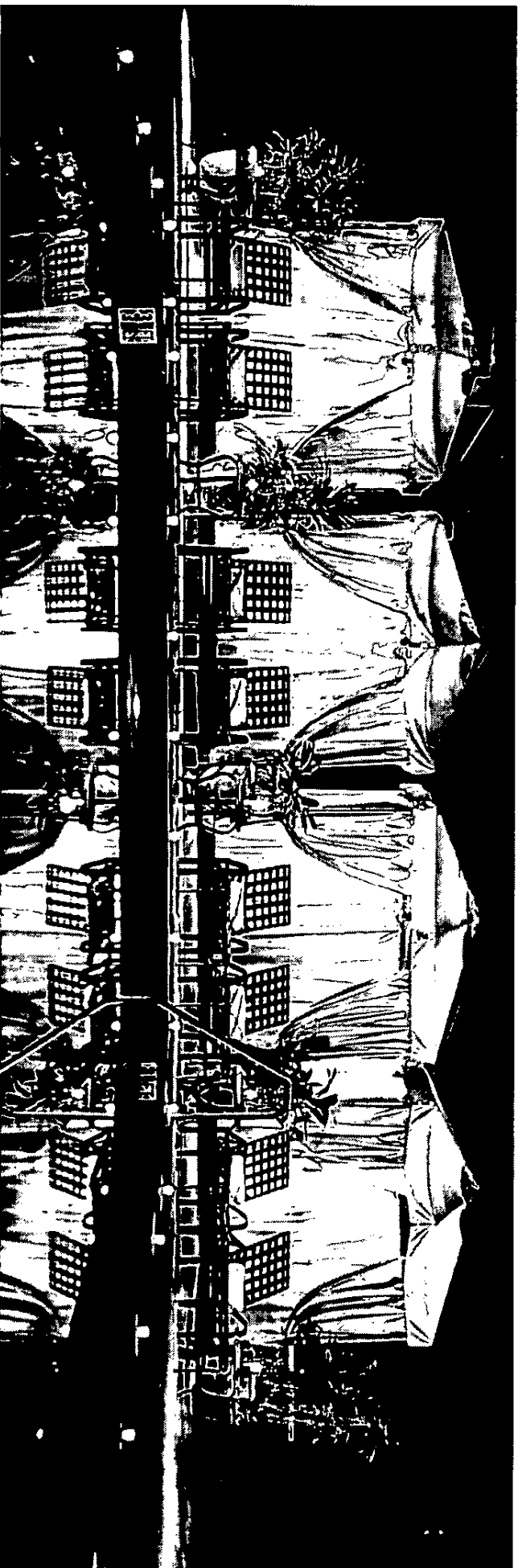


## CONDO ASSOCIATION MANAGEMENT

### *Building Success By Building Great Communities*

SunStream is a full-service licensed condominium association management company. We provide a complete selection of services for condo associations; working with you and your Board Of Directors to determine the package of services that best fits the needs of the association. We can provide your community association or homeowners association with either on site management, or remote management services. All managers are licensed by the State of Florida and provide the highest quality service and supervision to your association.

SunStream tailors management services to fit the specific needs of each client, and if given the opportunity, will work closely with designated board members to develop strategies consistent with the association's goals. Our goal is to create and maintain the financial success of your association while providing exceptional day to day management of your community.





## Accounting

Our accounting department ensures financial integrity for clients by maintaining efficient reporting and control structures that consistently result in accurate and timely accounting.

- Annual Budget Preparation & Monthly Budget Analysis
- Monthly Financial Statement and Balance Sheet Preparation
- Cash Flow Analysis & Management
- Hotel Accounts Receivable & Condominium Assessments Collection
- Accounts Payable Processing & Disbursement of Rental Income
- Expense Reduction and Control
- Manage shared costs that create efficiencies between Hotel & Condo entities
- Payroll and 401(k) Plan Administration
- Monthly, Quarterly and Annual State and Federal Tax Auditing and Filing
- Annual Reporting to the CPA

## Human Resources

Our Human Resources team provides comprehensive internal services to support a business's most important asset – its employees.

- Recruitment, Hiring, Succession Planning and New Hire Orientation
- Facilitate Customer Service, Health and Safety and Leadership Training Programs
- Benefits and FICA Administration
- Conduct Wage and Benefits Surveys
- Establish Employee Handbook Policies
- Advise on Employment Challenges
- Oversee the Annual Employee Performance Review Process
- Ensure Compliance with Labor Laws
- Conduct Annual Internal Safety Audits, Personnel Records Audits and Time & Attendance Related Audits
- Manage Workers Comp Claims, Implement Accident Prevention Programs and Monthly OSHA Reporting
- Annual EEO-1 Reporting and Employment Turnover Statistical Tracking
- Organize and Conduct traditional Annual Employee Events

## Information Technology

Our Information Technology division provides the expertise and infrastructure necessary to store, transmit, quantify, and protect the invaluable data that is received and used in everyday business operations.

- Maintain networks, servers, databases, applications and technology equipment
- Strategize, recommend and implement needed, trending or build technology solutions to fit any budget
- Service hardware equipment replacement needs
- Provide Software Support Recommendations

## Sales & Marketing

The SunStream Sales and Marketing Team has proven success in the hospitality industry, with experience in driving revenue by building strong brands that guests love and return to. Our in-house team plays a key role in the overall strategies of properties, by implementing programs designed to maximize market share, grow revenue and generate business for your property. Our team is able to promote its clients in a flexible and efficient manner.

### SunStream National Sales

The SunStream Sales Team focuses sales efforts targeted toward identifying key accounts in both the group and transient sales markets. We ensure maximum exposure in the marketplace, and build relationships in key feeder markets. Our sales team drives vacationers, groups, and events to our clients by maintaining relationships in the respective industry.

- Attending trade shows in key markets
- Maintaining client and tourism related relationships
- Sales blitzes
- Client presentations
- Conducting site inspections
- Community relations
- Fostering partnerships with DMOS, TDCs and state marketing organizations

### SunStream Marketing

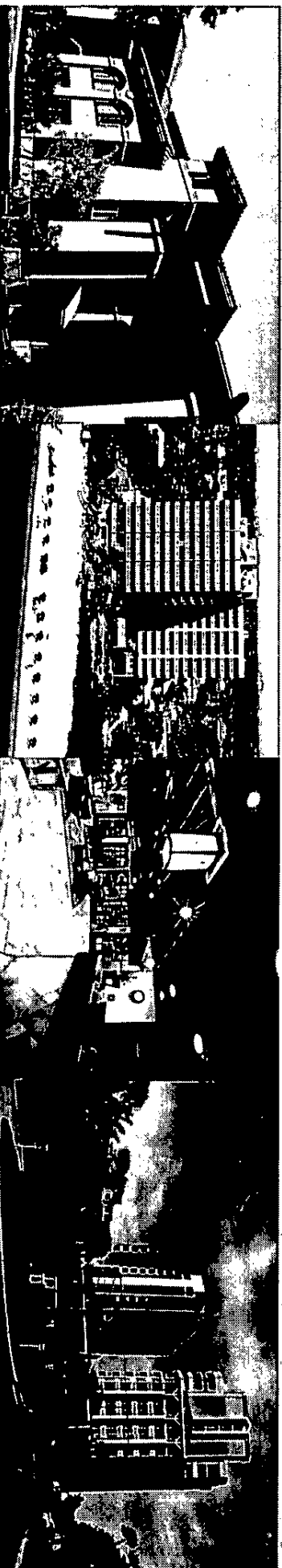
SunStream Marketing works hand-in-hand with the sales team to support, create, and coordinate a consistent brand presence for our clients. Our group of creative professionals service the communications needs of our clients formulated from strategic planning and research.

- Creative Development of marketing campaigns
- Graphic Design
- Media Planning & Buying
- Website Development & Management
- Social Media Marketing
- Reputation Management
- eMarketing/CRM
- Public Relations
- Brand Building

## DEVELOPMENT & DESIGN

### *Building Success From The Foundation Up*

SunStream offers development and design services for property construction, renovation, and refurbishments. We have a strong reputation for developing successful properties, always on time. Our development philosophy is unique in that we invest in every project with the long term goal of operating the property and becoming a part of the property's community once its development is complete.



## Property Development

- Feasibility & Budget Analysis
- Land Acquisition
- Architectural Design
- Engineering Collaboration
- Permitting
- General Contracting
- Interior & Exterior Design
- Real Estate Sales
- Operations Start-Up

## Recent Projects

**Bellasera Hotel, Naples, Florida**

Development Cost: \$32,650,000

**GullWing Beach Resort, Fort Myers Beach, Florida**

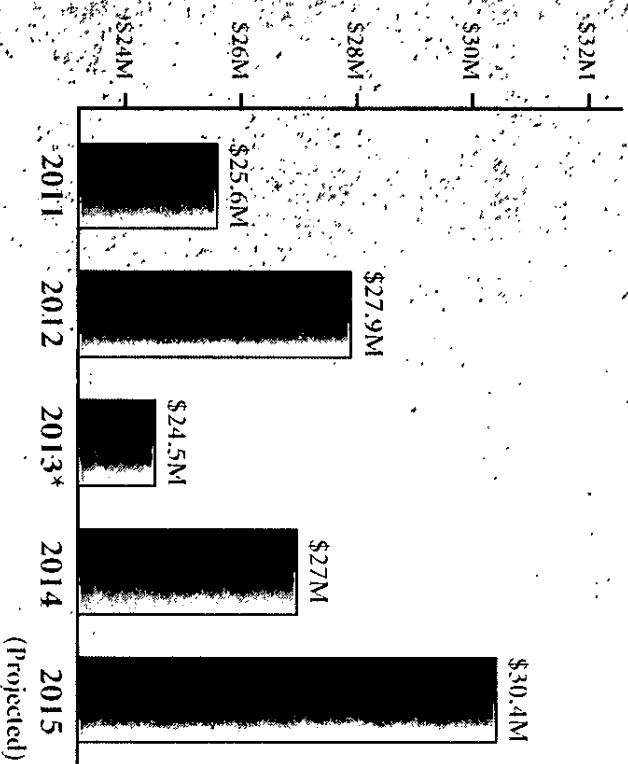
Development Cost: \$18,395,000

**DiamondHead Beach Resort & Spa, Fort Myers Beach, Florida**

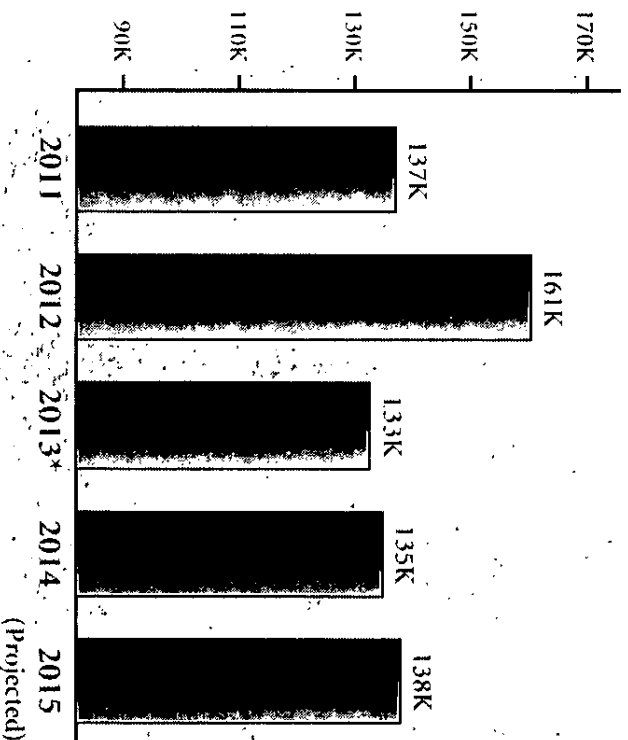
Development Cost: \$21,954,000

SunStream is poised to achieve its highest revenue and occupancy numbers in 2015. Throughout our history, SunStream has maintained financial stability while rates have been aggressively managed to remain competitive, allowing for year over year growth.

### Total Hospitality Revenue



### Total Occupied Room Nights



The decrease shown in revenue and occupancy from 2012 to 2013 reflects SunStream's management of a new property for a bankruptcy appointed trustee during bankruptcy proceedings. The bank sold the property at the end of 2012, ending SunStream's management term of the property. SunStream's involvement in providing development consultation is delivering a profitable three year management term, and leading a smooth management transition, helped to successfully establish the **Westin Cape Coral Resort at Marina Village** for its new owners by the start of 2013. All properties that SunStream continued to manage throughout 2013 improved in revenue and occupancy performance by 5.6% over 2012.

# HOTEL & PROPERTY MANAGEMENT

## *Building Success On Service*

From boutique hotels to franchise resorts, SunStream can provide you with full service management operations or individual services to fit your needs. Our team will be responsible for developing an annual strategic business plan with defined financial goals and performance benchmarks. The plan will include detailed marketing strategies along with a property improvement plan of action. We will take responsibility for the daily operation of your property, implementing the necessary services to maximize revenue growth and brand reputation.

### *Our Hotel and Resort Management Services include:*

#### **Administrative &**

##### **General Management**

- General Manager/Property Support Staff
- Human Resources
- Liaison with Ownership and Property Operations
- Brand Franchise Oversight
- Federal and State Labor Standards Compliance
- Information Technology oversight and service implementation
- Rooms Division oversight, including Front Desk and Housekeeping Operations
- Risk Management and Loss Prevention Support
- Annual Budget Preparation

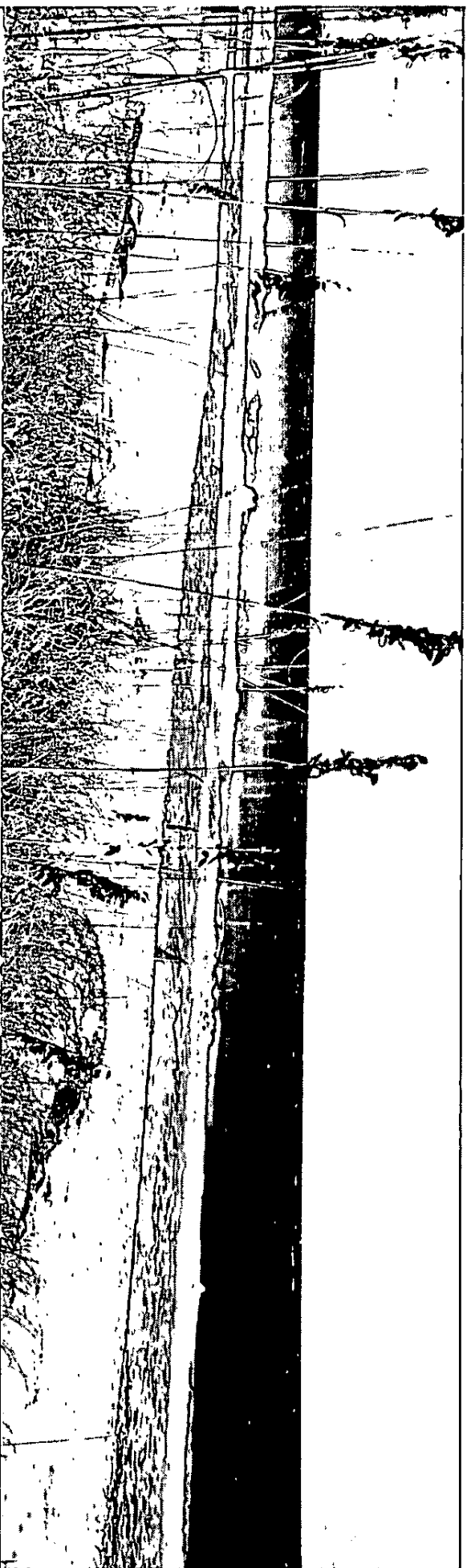
##### **Accounting**

- Full-charge accounting services to include accounts payable, receivable and financial statement reporting
- Implementation of financial controls for expense management, labor productivity and inventory control
- Oversight of all state and local taxes, including payroll taxes
- Annual Budget Review and consultation



## *Hospitality Services* A LEADER IN HOSPITALITY

SunStream possesses an excellent performance history in providing superior hospitality and property management services to discerning clients. We have the ability to recommend and customize solutions based on your needs. Knowing each project is unique, service needs will vary with the scope and size of the project. Any and all services can be customized to fit your unique goals.



# *The SunStream Story*

## BUILDING A LEADER

Core Hotels & Resorts, LLC, doing business as SunStream Hotels & Resorts, is a full-service development, realty and hospitality property management company that is dedicated to exceeding the expectations of guests, owners, and clients. For nearly three decades, our comprehensive hospitality services and dynamic management approach have provided guests and owners with an unmatched level of service. Clients recognize us for our industry expertise and profit-driven, brand-centric strategies.

