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N. CAUSSEAU

SEP 28 2017

COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: ComIT
(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:

Stephen H. Smith
(Name of Person)

The ComReal Companies
(Firm/Company)

51 Merrick Way
(Address)

Coral Gables, FL 33134
(City/State and Zip Code)

For further information concerning this matter, please call:

Cindy Franz at (305) 505-3118
(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

September 19, 2017

STEPHEN H. SMITH
THE COMREAL COMPANIES
51 MERRICK WAY
CORAL GABLES, FL 33134

SUBJECT: COMIT
Ref. Number: W17000074776

We have received your document for COMIT and your check(s) totaling \$175.00. However, the document has not been filed and is being retained in this office for the following:

In lieu of returning your document, we have corrected your document to reflect the appropriate class(es). Your mark falls under class(es) "36 & 41".

If you agree with the corrections needed and would like this office to proceed with your filing, please notify this office in writing or by fax at 850-245-6030 to the attention of the undersigned.

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: 517A00018984



Stephen H. Smith
President
The ComReal Companies
51 Merrick Way
Coral Gables, FL 33134

September 26, 2017

Florida Department of State
Division of Corporations
Nanette Causseaux
Regulatory Specialist II Supervisor
PO Box 6327
Tallahassee, FL 32314

RE: Subject COMMIT
Reference Number W17000074776

Dear Ms. Causseaux:

Please accept this letter as The ComReal Companies acceptance and agreement that ComIt's mark should fall under classes "36 and 41" and authorizes you to proceed with its filing.

Thank you for your assistance.

If there are any other questions, you may contact my assistant, Cindy Franz at 305-505-3118.

Cordially,

A handwritten signature in black ink, appearing to read "Stephen H. Smith". The signature is fluid and cursive.

Stephen H. Smith
President

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: The ComReal Companies

(b) Owner's/Applicant's business address: 51 Merrick Way
Coral Gables, FL 33134

City/State/Zip

If different, Owner's/Applicant's mailing address: _____

City/State/Zip

(c) Owner's/Applicant's telephone number: 305, 458-0800 email ssmith@comreal.com

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: H09895 ✓

(2) Domicile State or Country: Florida

(3) Federal Employer Identification Number: 59-2456490

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.)

Commercial Real Estate Services Buying and Selling and Commercial Real Estate Agency Training Systems

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:

Manuals, training brochure, guides, handouts and

Internet communication related web pages emails and other real estate related items.

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 41 and Class 36

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: January 1, 2017

(b) Date first used in Florida: January 1, 2017

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.)

ComIT

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) ComIT

_____"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, Stephen H. Smith

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.

The ComReal Companies

Typed or printed name of applicant

[Handwritten signature of Stephen H. Smith]

Stephen H. Smith
President

STATE OF Florida

COUNTY OF Miami - Dade

Sworn to and subscribed before me on this 6th day of Sept, 2017, Stephen H. Smith
(Name of Individual Signing)

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



[Handwritten signature of Cindy Franz]

Notary Public Signature

Cindy Franz

Notary's Printed Name

My Commission Expires: 3/14/2018

FILING FEE: \$87.50 per class

FILED
SECRETARY OF STATE
DIVISION OF CORPORATIONS
2017 SEP 26 PM 2:58

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ALWAYS TRIPLO WITH LUCAS AND PROPOSAL

1.00PNET

CLIENT PORTAL
MANAGEMENT

INTERNATIONAL REACH **MARKETING** **NEW AGENT OPPORTUNITIES** **FRANCHISING** **COMMIT LOGIN**



MARKETING INTELLIGENCE PROGRAM

Training Program

Who: Brokers, Agents, Operations

The following training steps will provide you with a strong background in the CRM and marketing automation functions of Com-IT.

STEP ONE: GETTING STARTED VIDEOS

Where: <http://www.apto.com/getting-started-user>

Video Training: Six videos that are specifically designed for new users are a quick way to become fluent in the system and understand its functions. The time to complete these is about four hours and it is suggested that they be viewed as closely together as possible in order to understand this as a system (such as within 2-3 days).

TO DO: WATCH THE FOLLOWING VIDEOS (Time: about 4 hours)

- 1 Getting Started for New Users
- 2 Ready, Set, Apto
- 3 Working in the Deal Pipeline-Buyer/Seller Side
- 4 Working in the Deal Pipeline-Leasing Side
- 5 Creating Views, Reports and Using Dashboards
- 6 Apto on the Go: Using Apto on a Mobile Device

STEP TWO: GET TO KNOW OTHER RESOURCES

Where: <http://www.apto.com/getting-started-user>

Documents: These are static documents that provide a range of resources to keep handy. You can consider these documents as an “owner’s manual” to the CRM (Customer Relationship Management), so it will probably be most useful to become familiar with them, versus reading them all the way through. Then, you can bookmark them for easy access.

TO DO: REVIEW THE FOLLOWING RESOURCES

- 1 Getting Started
- 2 Cheat Sheet
- 3 Steps to Success - Users
- 4 Prospecting Best Practices

STEP THREE: PARTICIPATE IN WEBINARS

Apto provides ongoing webinars that will give you the opportunity for live interaction with instructors on a regular basis. These are topic-specific, so you can hone in on those functions. If you don't see a subject you really want to focus on coming up, there are recordings of all of the previous webinar topics available as well.

TO DO: REGISTER FOR WEBINAR NOTIFICATIONS

Where: <http://www.apto.com/webinars>

Look for: "Get notified when new webinars are scheduled!"

TO DO: ATTEND AN UPCOMING WEBINAR OR RECORDED WEBINAR

Where: <http://www.apto.com/webinars>

STEP FOUR: USE THE KNOWLEDGE BASE

Where: Apto Help tab within Apto.

This resource is also an "owner's manual" for the CRM, with easy to follow instructions for almost any issue in Apto. With an easy to use search function set up as "What would you like to know?"; you'll find the knowledge base useful as an on-hand resource that covers almost any circumstances you will need as a Com-IT user.

TO DO:

- 1** Search for a topic in the "What would you like to know?" field.
- 2** Open a topic in the left-hand table of contents.

STEP FIVE: ATTEND Com-IT TRAINING

Where: Online conference calls

ComReal has arranged for a series of training sessions with Apto experts which will give you the opportunity to walk through best practices and the specifics of Com-IT's unique configuration. You'll have the chance to ask questions and receive real-time assistance in a more intimate environment.

These sessions are intended to provide additional training for Com-IT users who have already established a basic understanding of the CRM, have completed the training steps above and established fluency in the system.

TO DO:

- 1** Complete all of the previous steps.
- 2** Attend all of the training sessions.

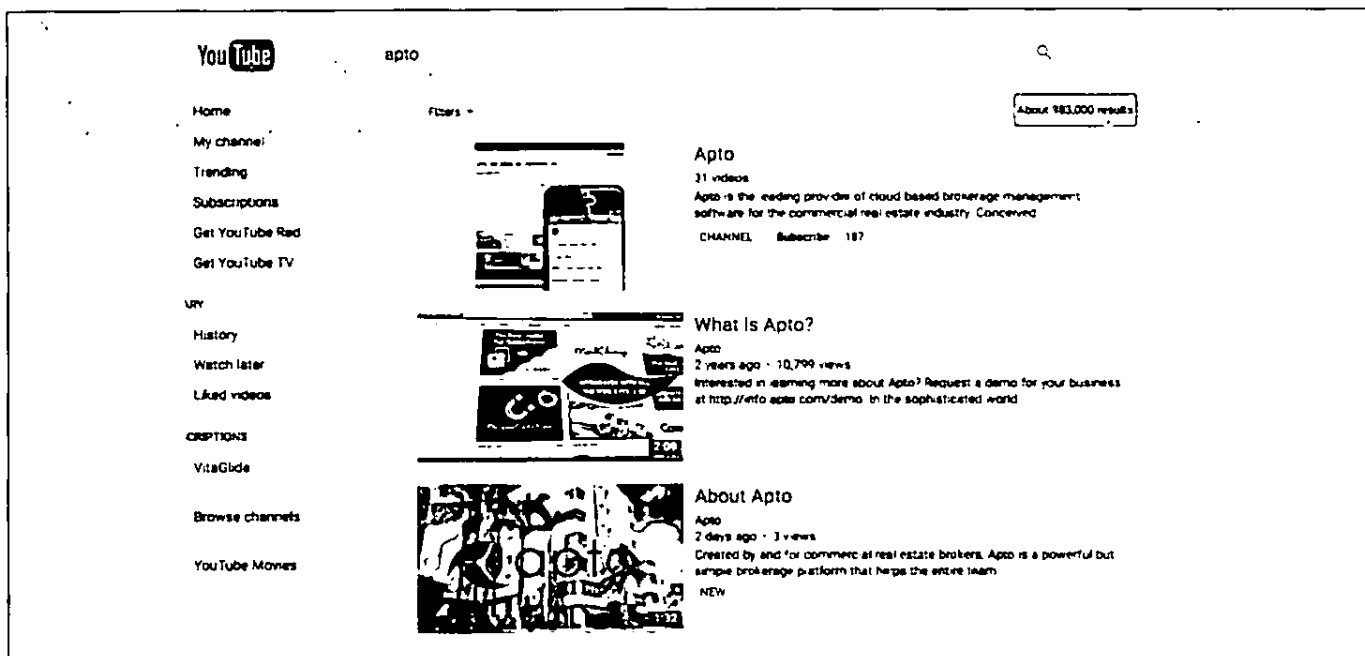
STEP SIX: EXPLORE APTO'S YOUTUBE CHANNEL

Where: <https://www.youtube.com/user/AptoCRM>

There are a large number of videos for Apto on YouTube, including how-to videos from sources mentioned above to webinars and other videos that are best practices for both the CRM as well as more general commercial real estate training. It is a great source of continuing learning as well as motivation.

TO DO:

- 1** Visit Apto's YouTube site at: <https://www.youtube.com/user/AptoCRM>
- 2** Subscribe to the Apto YouTube channel to keep current on new content
 - Visit [youtube.com](https://www.youtube.com)
 - Search "Apto" in the search field
 - Click "Subscribe" (shown on next page) in the Apto channel results.



STEP SEVEN: BECOME FAMILIAR WITH ACT-ON

Com-IT is a powerful system that combines the best CRM in the world with other integrations, including marketing automation. This gives Com-IT users a number of tools but one of the most valuable is marketing intelligence. Some of the most important functions that will be used by agents and brokers include:

Lead score: This is a numerical value that provides you with a method to understand which of your contacts is the most actively engaged with ComReal recently. It is a combination of factors that are tracked, such as web site visits, email engagement, web form submissions, etc. that lets you know who the best prospects are.

Activity history: Provides detailed information about each of the engagement factors. You can click on Web History in Act-On and know which pages prospects visit, what properties they viewed on the site and more.

Visitor alerts: You can set alerts to tell you if one of your contacts is on the web site. This gives you the opportunity to follow up immediately and the information about what is relevant to them when you do.

TO DO:

- 1 TBD - Either training by Paul and/or use Act-On resources for sales-oriented work.

CHECKLIST: I AM COMMITTED TO COM-IT

☐

STEP ONE: GETTING STARTED VIDEOS

Please email Yarisley at ymorales@comreal.com once completed Step 1.

☐

STEP TWO: GET TO KNOW OTHER RESOURCES

Please email Yarisley at ymorales@comreal.com once completed Step 2.

☐

STEP THREE: PARTICIPATE IN WEBINARS

Please email Yarisley at ymorales@comreal.com once completed Step 3.

☐

STEP FOUR: USE THE KNOWLEDGE BASE

Please email Yarisley at ymorales@comreal.com once completed Step 4.

☐

STEP FIVE: ATTEND Com-IT TRAINING

Please email Yarisley at ymorales@comreal.com once completed Step 5.

☐

STEP SIX: EXPLORE APTO'S YOUTUBE CHANNEL

Please email Yarisley at ymorales@comreal.com once completed Step 6.

☐

STEP SEVEN: BECOME FAMILIAR WITH ACT-ON

Please email Yarisley at ymorales@comreal.com once completed Step 7.

