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2020 MAR 20 AM 8:42  
CLERK OF STATE  
TALLAHASSEE, FLORIDA

4-20-20



FLORIDA DEPARTMENT OF STATE  
Division of Corporations

April 10, 2020

LOUISENA CAUDIO  
1567 MAJESTIC VIEW LANE  
FLEMING ISLAND, FL 32003

SUBJECT: SEREME  
Ref. Number: W20000036478

We have received your document for SEREME and your check(s) totaling \$87.50. However, the enclosed document has not been filed and is being returned for the following correction(s):

In part III of the application you need to list the word SEREME. Remove the slogan: STRENGTHEN AND RESTORE because this is just an informational statement.

Please return your document, along with a copy of this letter, within 60 days or your filing will be considered abandoned.

If you have any questions concerning the filing of your document, please call (850) 245-6939.

Tammi Cline  
Regulatory Specialist III

Letter Number: 920A00007688

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2020 MAR 20 AM 8:42  
FLORIDA DEPARTMENT OF STATE  
410 MAJESTIC VIEW LANE  
FLEMING ISLAND, FL 32003

[illegible]

**SUBJECT:** Trademark

(Mark to be registered)

Please return all correspondence concerning this matter to the following:

(Name of Person)

(Firm/Company)

(Address)

(City/State and Zip Code)

**Louiscna Caudio**

904

416-7728

at (

(Name of Person)

(Area Code & Daytime Telephone Number)

**Street Address:**

Registration Section  
Division of Corporations  
The Centre of Tallahassee  
2415 N. Monroe Street, Suite 810  
Tallahassee, FL 32303

(NOTE: The information contained in this cover letter will be included in the permanent record and will be available to the general public.)

2020 MAR 20 AM 8:42

**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: Louisena Caudio

(b) Owner's/Applicant's business address: 1567 Majestic View Lane  
Fleming Island, FL 32003  
City/State/Zip

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

(c) Owner's/Applicant's telephone number: ( ) \_\_\_\_\_

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: L17000259474

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

(3) Federal Employer Identification Number: 83-2128055

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.)

Hair Products

Sereme Shea Butter and Cepa Cleansing Shampoo, sereme Shea Butter and Cepa Replenishing Deep Conditioner Treatment

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.)

Hair Products

Serene Shea Butter and Cepa Cleansing Shampoo, serene Shea Butter and Cepa Replenishing Deep Conditioner Treatment

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 advertising here:

The name, logo, design, and slogan are on a label attached to their respective bottles

TRADEMARKS: If the name, logo, design and/or slogan are/is being used to identify a product manufactured by 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 its packaging:

The name, logo, design, and slogan are on a label attached to their respective bottles

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 3

## 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: 01/27/2020

2020 MAR 20 AM 8:42  
RECORDS OF STATE  
OFFICE OF THE  
CLERK OF THE  
SUPREME COURT  
FLORIDA

## 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.)

SHEA BUTTER AND CEPA Replenishing DEEP CONDITIONER TREATMENT (and) SHEA BUTTER AND CEPA Replenishing

CLEANSING SHAMPOO, light purple Banana Leaf design with brown border

Sereme

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, Louisena Caudio 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.

Louisena Caudio

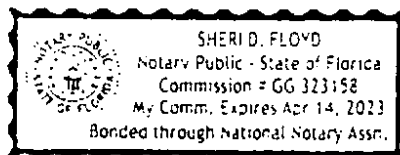
Typed or printed name of applicant

Louisena Caudio

Applicant's signature  
(List name and title)

STATE OF FLORIDA  
COUNTY OF Clay

Sworn to (or affirmed) and subscribed before me by means of ☐ physical presence or ☐ online notarization, this (numeric date) this 17 day of 03, 2020, by (Louisena Caudio)  
numeric date month year name of person making statement



Sheri Floyd

Notary Public's Signature

Sheri Floyd  
Notary Public's Printed Name

Personally Known ☒ OR Produced Identification ☐

Type of Identification Produced: \_\_\_\_\_

**FILING FEE: \$87.50 per class**

FILED  
2020 MAR 20 AM 8:42  
CLAY COUNTY  
TALLAHASSEE, FLORIDA

# Sereme

## SHEA BUTTER AND CEPA Replenishing DEEP CONDITIONER TREATMENT

TO STRENGTHEN AND RESTORE

8 fl oz  
(240 mL)

The formula is fast acting to help detangle hair, to create more slip, promote softness, add shine, and helping to create hair fullness and help promote hair growth.

Onion helps foster hair growth and has been recommended for treating hair loss and other scalp problems. With its excellent cleansing, conditioning, nourishing and antibacterial properties, it is found to be quite successful as an agent for natural hair loss treatments. It does this by stimulating proper blood flow, delivering enough oxygen and nutrients to the hair roots to encourage healthy regrowth. Additionally, onions contain important minerals like calcium, potassium, magnesium, as well as vitamins C and B6. Its high sulfur content is also a useful element in promoting hair growth. A high level of sulfur in collagen dases helps to prevent further hair loss and hair thinning problems.

**Directions:** After rinsing out shampoo, apply to wet hair. Comb through hair to evenly distribute product. Let sit for 3 minutes then rise out.

**Warning:** for external use only; keep out of reach of children.

**Ingredients:** Aqua (Water), Olea Europaea (Olive) Oil, Lauryl Laurate, Cetyl Palmitate, Cetearyl Alcohol, Behentrimonium Methosulfate, Ricinus Communis (Castor) Seed Oil, Polyquaternium-7, Cetyl Alcohol, Dicaprylylmonium Chloride, Cetrimonium Chloride, Propylene Glycol, Allium Cepa (Onion) Bulb Extract, Stearyl Alcohol, Stearamidopropyl dimethylamine, Shea Butter Ethyl Esters, Aloe Barbadensis Leaf Juice, Algin, Urtica Dioica Extract, Serenoa Serrulata (Saw Palmetto) Fruit Powder, Bambusa Arundinacea (Bamboo) Stem Extract, Aesculus Hippocastanum (Horsechest) Seed Extract, Laminaria Digitata (Brown Algae) Extract, Carya Ovata (Hickory) Bark Extract, Panthenol, Hydrolyzed Wheat Protein, Phytol, Tocopheryl Acetate (Vitamin E), Biotin, Polyquaternium-10, Polyquaternium-37, Steareth-2, Phenoxyethanol, Ethylhexylglycerin, Parfum (Fragrance), Citric Acid

(833) 373-7363  
www.seremeinc.com  
P.O. Box 8244  
Fleming Island, FL 32006



# Sereme

## SHEA BUTTER AND CEPA Replenishing CLEANSING SHAMPOO

TO STRENGTHEN  
AND RESTORE

12 fl oz  
(375 mL)

This is a revolutionary formula designed to moisturize the hair, purify the scalp, and promote the best environment for hair growth. The ingredients in this product work to help suppress irritation, add shine, prevent dandruff, and help stop breakage.  
A fast acting detangler.

Onion helps foster hair growth and has been recommended for treating hair loss and other scalp problems. With its excellent cleansing, conditioning, nourishing and antibacterial properties, it is found to be quite successful as an agent for natural hair loss treatments. It does this by stimulating proper blood flow, delivering enough oxygen and nutrients to the hair roots to encourage healthy regrowth. Additionally, onions contain important minerals like calcium, potassium, magnesium, as well as vitamins C and B6. Its high sulfur content is also a useful element in promoting hair growth. A high level of sulfur in collagen tissues helps to prevent further hair loss and hair thinning problems.

**Directions:** Apply to wet hair, gently massage from root to ends, rinse thoroughly. Repeat if necessary.

**Warning:** for external use only; keep out of reach of children.

**Ingredients:** Aqua (Water), Sodium Lauryl Methyl Isethionate, Cocamidopropyl Betaine, Sodium Cocoyl Isethionate, Sodium Methyl Oleoyl, Taurate, Aloe Barbadensis Leaf Juice, Algin, Hexylene Glycol, Capryloyl Glycine, Xylitylglucoside, Polyquaternium-7, Glycerine, Glycol Stearate, PEG-7 Glyceryl Cocoate, Shea Butter Ethyl Esters, Rosmarinus Officinalis (Rosemary) Leaf Extract, Hydrolyzed Wheat Protein, Glyoxyloxy Carbocysteine, Glyoxyloxy Keratin Amino Acids, Propylene Glycol, Allium Cepa (Onion) Bulb Extract, Urtica Dioica (Nettles) Extract, Serenoa Serrulata (Saw Palmetto) Fruit Powder, Bambusa Arundinacea (Bamboo) Stem Extract, Aesculus Hippocastanum (Horsechest) Seed Extract, Salix Alba (Willow) Bark Powder, Laminaria Digitata (Brown Algae) Extract, Carya Ovata (Hickory) Bark Extract, Coco-Glucoside, Glyceryl Oleate, Polyquaternium-10, Polyquaternium-37, Steareth-2, Ethylhexylglycerin, Citric Acid, Parfum (Fragrance).

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