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(Requestor's Name)

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(Address)

(City/State/Zip/Phone #)

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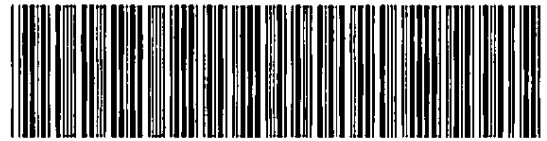
(Business Entity Name)

(Document Number)

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SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

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K. SALY

JAN 13 2022

## COVER LETTER

**TO:** Registration Section  
Division of Corporations

**SUBJECT:** Hello, Neighbor.  
(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:

Cynthia V. Hall (attorney)

(Name of Person)

VanDeVoorde Hall Law, PL

(Firm/Company)

1327 N. Central Ave

(Address)

Sebastian, FL 32958

(City/State and Zip Code)

For further information concerning this matter, please call:

Cynthia V. Hall

(Name of Person)

at ( 772 ) 589-4353

(Area Code & Daytime Telephone Number)

**Mailing Address:**

Registration Section  
Division of Corporations  
P.O. Box 6327  
Tallahassee, FL 32314

**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.)

**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

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**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: Alex MacWilliam, Inc.  
(b) Owner's/Applicant's business address: 2901 Ocean Drive  
Vero Beach, FL 32963  
City/State/Zip

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

(c) Owner's/Applicant's telephone number: ( 772 ) 794-8629

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: F84788  
(2) Domicile State or Country: Florida  
(3) Federal Employer Identification Number: 59-2193261

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.)

Real Estate Services

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.)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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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 & social media advertising, magazine advertisements, business cards, letterhead, brochures, flyers, signs

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**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 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: \_\_\_\_\_

(b) Date first used in Florida: October 5, 2021

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## 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.)

Hello, Neighbor.

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, Alex MacWilliam, 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.

Alex MacWilliam, Inc.

Typed or printed name of applicant

Applicant's signature  
(List name and title)

STATE OF FLORIDA

COUNTY OF Indian River

Sworn to (or affirmed) and subscribed before me by means of ☒ physical presence or ☐ online notarization, this (numeric date) this 10 day of December, 2021, by Alex MacWilliam.  
numeric date                      month                      year                      name of person making statement



MELISSA L. HAYWOOD  
Commission # GG 919089  
Expires November 17, 2023  
Bonded Thru Troy Fain Insurance 800-385-7019

Notary Public's Signature

Notary Public's Printed Name

Personally Known ☒ OR Produced Identification ☐

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

FILING FEE: \$87.50 per class

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# MAC

ALEX MAC WILLIAMS  
REAL ESTATE

Hello, Neighbor...  
Take a Closer Look...



KARL DIETRICH

VERO BEACH, FLORIDA 33568-1000

REALTOR®, CERTIFIED RESIDENTIAL APPRAISER, RD. 1901

772-538-3453, MOBILE

KarlSHomesVB@gmail.com

KarlDietrich.AlexMacWilliam.com

LOCURY LUDWIGREALTY.COM



New Hyde Park, NY • Locust Valley, NY • Jupiter, FL • Miami, FL • Vero Beach, FL

# BULLEN

Bullen Insurance Group

TAKE RISKS IN LIFE,  
NOT IN INSURANCE



WILLIAM R. SIMPSON  
Vice President, Risk Management

D: 772-245-3076

M: 646-218-0410

4445 NORTH AVE, STE 243  
VERO BEACH, FL 32963

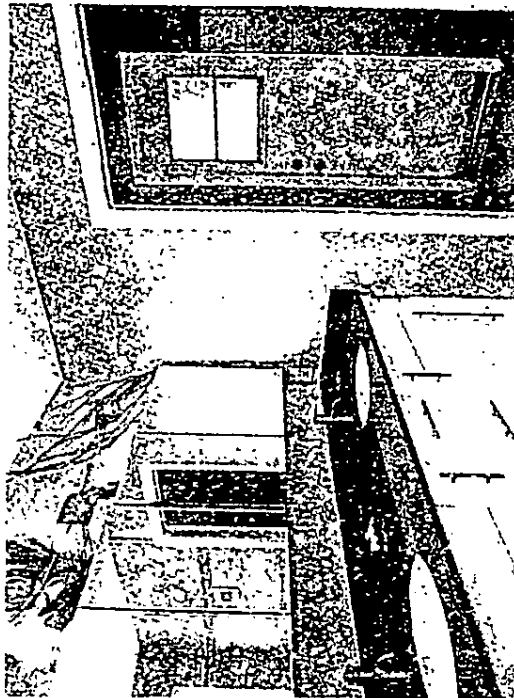
CHUBB



pure



## REAL ESTATE



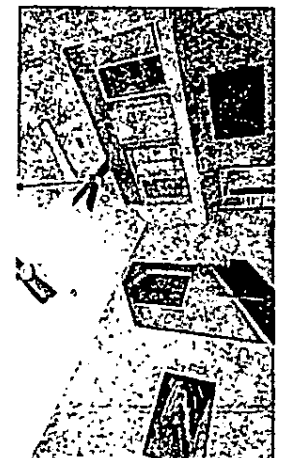
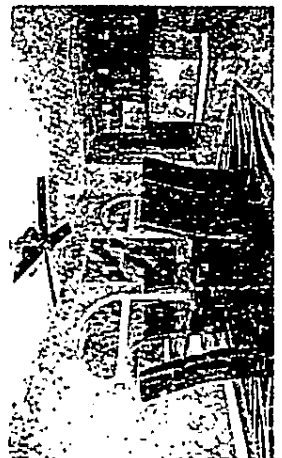
of cookie-cutter homes."

Castaway Cove is located just south of the Alma Lee Loy Bridge. The family-friendly neighborhood encompasses six phases or 'waves' with more than 400 homes situated

between the Indian River and the Atlantic Ocean.

The guard-gated community includes deeded beach and river access, is convenient to mainland shopping, and is just a short drive to Vero's

Ocean Drive for shopping, dining, and visiting Riverside Theatre and the Vero Beach Museum of Art for cultural outings. For families with children, Saint Edward's School is just a few miles to the south. ■



## VITAL STATISTICS

1144 SPANISH LACE LANE

**Neighborhood:**  
Castaway Cove

**Year built:** 1989

**Construction:** Frame

**Lot Size:** 99 feet by 121 feet

**Home size:** 3,164 square feet

**Bedrooms:** 5

**Bathrooms:**

4 full baths and 1 half-bath

**Pool:** Heated and spa

**View:** Pool

**Additional features:**

Guard-gated community; wood-burning fireplace; granite staircase; black granite countertops; jetted tub; deck; patio; sunrise and sunset balconies; electric roll-down shutters; outdoor shower; fenced backyard; two-car garage; central vacuum; granted river and beach access.

**Listing agency:**  
AMAC

(Alex MacWilliam Real Estate)

**Listing agent:**

Phil Sunkel, 772-538-2339





# AMAC<sup>SM</sup>

## ALEX MACWILLIAM

### REAL ESTATE

## Our Neighborhood, Your Home.™

A Global Mindset For A  
Community-Driven Brokerage



Tapped into the heartbeat of Vero Beach, our dedication to the community and its people is steadfast. The AMAC team was founded upon family: a family built upon the idea of home. Where home is more than a singular place, more than four walls and a series of corridors. Where home is a feeling with a resonance that is resounding. A vibration felt within every individual with whom it is connected. The tangible made intangible, manifested through a connection forged alongside those welcomed into the fold. A timeless connection both gentle and unshakable, the balance of deep industry roots met with a passion to shape new chapters for those embarking upon their next great journey.

We inspire the feeling of home. And just as a home is only as good as the bones from which it is built, AMAC is only as good as our story. One composed of over seventy two years of dedication, compassion, continued success, and a passion for growth. We are industry experts and neighborhood enthusiasts. The bones of Alex MacWilliam are imbued with the heart of Vero Beach, as the spirit of our brokerage remains inquisitive and free, expansive and eager to further develop its impact on the neighborhood.

There are countless homes for countless people with countless means by which to buy or sell. But there is only one brokerage who understands the many faces of Vero Beach, who has laid the foundation for its diverse real estate landscape.

We see things differently. AMAC believes in bringing you home, in making the introduction to your next chapter, one met with ease, trust, and understanding. An understanding that Alex MacWilliam is more than a brokerage, but a family of compassionate leaders who work in tandem to bring decades of firmly woven history and success to your front door. We believe in the synergy of our experience, of a family-run business with a diversified mentality, where our dedication is to make every transaction a meaningful human interaction.

Our history is steeped within the community, quilted from a fabric of many faces, many lives, many minds, and hearts— all with the unified desire to make a difference. Alex MacWilliam is a firm envisioned by one and built by many.

Let AMAC be the first to welcome you to the neighborhood.

## Hello, Neighbor.™

ALEXMACWILLIAM.COM  
2901 OCEAN DRIVE VERO BEACH, FL 32963

OFFICE 772-231-6509

LUXURYREALESTATE.COM™ 

YOUR NEIGHBOR  
'49  
SINCE 1949



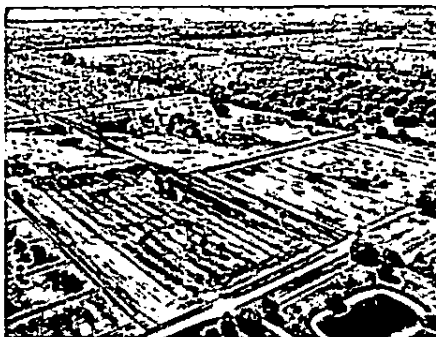
**SOLD for \$375,000**

**WESTFIELD**

4 Bed / 2 Bath | \$375,000 | #245253

Craig Von Kohorn 772-713-7973

Kyle Von Kohorn 772-501-0815



**TWO BRIDGES EQUESTRIAN**

16.23 Acres - A/Rural Res | \$425,000 | #229343

Alvssa Hatfield 772-532-7933



**SOLD for \$475,500**

**INDIAN RIVER FARMS**

4 Bed / 2 Bath | \$475,000 | #246172

Kyle Von Kohorn 772-501-0815

Craig Von Kohorn 772-713-7973



**NEW LISTING**

**VILLAGE WALK**

3 Bed / 2.5 Bath | \$259,000 | #247021

Alex Knight 772-696-1162



**UNDER CONTRACT**

**SEBASTIAN HIGHLANDS**

3 Bed / 2 Bath | \$289,900 | #247111

Craig Von Kohorn 772-713-7973

Kyle Von Kohorn 772-501-0815



**SOLD for \$358,000**

**VERO LAKE ESTATES**

4 Bed / 2 Bath | \$359,000 | #245946

Rick Wykoff 772-321-6462



**NEW LISTING**

**VISTA HARBOR**

1 Bed / 1.5 Bath | \$140,000 | #246311

Roger Smith 772-473-0086

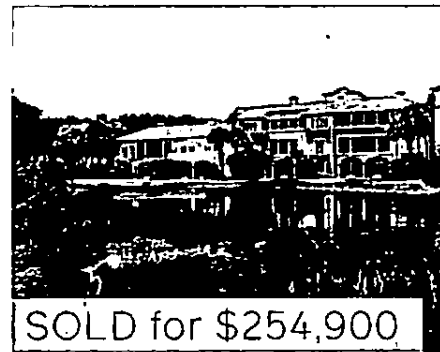


**NEW LISTING**

**VISTA ROYALE**

2 Bed / 2 Bath | \$225,000 | #247306

Phil Sunkel 772-538-2339



**SOLD for \$254,900**

**GRAND HARBOR Harmony Island**

2 Bed / 2 Bath | \$254,900 | #245074

Diane De Francisco 772-538-1614

Brenda Montgomery 772-532-4170

**AMAC**

**ALEX MACWILLIAM**  
REAL ESTATE

YOUR NEIGHBOR  
SINCE 1949

**Hello, Neighbor.**

ALEXMACWILLIAM.COM OFFICE 772-231-6509 2901 Ocean Drive Vero Beach, FL 32963