

918275

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September 26, 1997

Trademark Registration Section
Division of Corporations
409 E. Gaines St.
Tallahassee, FL 32399

BY EXPRESS MAIL
NO. EM056641155US

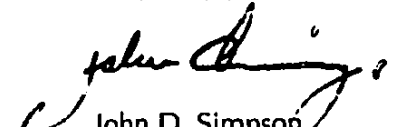
Re: Associated Marketing Research, Counsel and Development Corp.
Trademark: THE FLORAL REPORT
Florida Registration No. 918275
Class: 37
Our Case No. T90,2630-FL

400002306584--E
-09/29/97--01153--001
*****96.25 *****96.25

We enclose an Application for Renewal together with attached specimens showing present usage of the above-captioned mark. A check in the amount of \$96.25 is also enclosed covering the renewal fee and the fee for obtaining a Certificate of Renewal.

Please process this application and forward the Certificate of Renewal to our firm.

Very truly yours,


John D. Simpson
HILL, STEADMAN & SIMPSON
A Professional Corporation

491:967
US-FL-02

Encl.: (1) Application for Renewal
(2) Specimens
(3) \$96.25 check

FILED
SECRETARY OF STATE
DIVISION OF CORPORATIONS
OCT - 1 - AM 10:57
RENEWAL

Name Availability	918275
Document Examiner	GSH
Updater	GSH
Updater Verifier	GSH
Acknowledgement	GSH
W. P. Verifier	GSH

Florida Department of State, Sandra B. Mortham, Secretary of State

MARK RENEWAL APPLICATION

ASSOCIATED MARKETING RESEARCH, COUNSEL AND DEVELOPMENT CORP.
20 N. WACKER DR.
CHICAGO, IL 60606

FILED
SECRETARY OF STATE
DIVISION OF CORPORATIONS
97 OCT - 1 AM 10:57

Mark Registered: THE WORDS "THE FLORAL REPORT"

Registration Number: 918275

Date Filed: 9/29/77 Renewal Date: 9/29/97 Class(es) Filed: 2716

Renewal statement pursuant to section 495.071, Florida Statutes. (Below you must state the mark is still in use in Florida or the reason for its nonuse.)

THE MARK IS STILL IN USE IN THE STATE OF FLORIDA

If applicant is a corporation, enter the state of incorporation: ILLINOIS

I, EDD T. BUCKLEY being sworn, depose and say that I am the PRESIDENT of the applicant herein, and make this affidavit and verification on behalf of ASSOCIATED MARKETING RESEARCH, COUNSEL & DEVELOPMENT CORP, and I have read this application and know the contents thereof and that the facts stated herein are true and correct.

ASSOCIATED MARKETING RESEARCH, COUNSEL AND DEVELOPMENT CORP
Name of business in which mark is filed, if any

Ed T. Buckley PRESIDENT
Applicant, or authorized officer (give title)

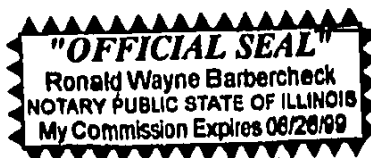
Signed

On this 25 day of SEPTEMBER, 19 97, EDD T. BUCKLEY personally appeared before me,

Who is personally known to me

Whose identity I proved on the basis of

(Notary Seal)



Signature of Notary Public