

Florida Department of State, Sandra B. Mortham, Secretary of State
MARK RENEWAL APPLICATION

March 31, 1997

918275

ASSOCIATED MARKETING RESEARCH, COUNSEL
AND DEVELOPMENT CORP.
20 N. WACKER DRIVE
CHICAGO, ILLINOIS, 60606

Mark Registered: THE FLORA REPORT
Registration Number: 918275

Date Filed: 09/29/1977 Renewal Date: 09/29/1997
Class(es): 1-0037

Renewal Statement Pursuant to Chapter 495.071 (Below you must state the mark is still in use
within the State of Florida or the reason for its nonuse.)

If applicant is a corporation, enter state of incorporation: _____

I, _____, being sworn, depose and say that I am the
_____ of the applicant herein, and make this affidavit and

verification in _____ behalf, and I have read the above and
foregoing application and know the contents thereof and that the facts stated herein are true
and correct.

Name of business in which mark is filed, if any

Signed

Applicant, or authorized officer (give title)

Subscribed and sworn to before me this ____ day of _____, 19____.

Signature of Notary Public

(Notary Seal)
My commission expires: _____

See reverse side for instructions.