

924711

(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

PICK-UP WAIT MAIL

(Business Entity Name)

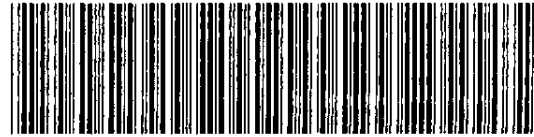
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RENEWAL

924711

FILED
11 MAR 30 AM 11:55
TALLAHASSEE, FLORIDA
SECRETARY OF STATE

N. CAUSSEUX

MAR 30 2011

EXAMINER



FLORIDA DEPARTMENT OF STATE
Division of Corporations

March 16, 2011

TROPIC ENTERPRISES, INC.
ATTN: MICHAEL B. MCCOLLOUGH
233 EAST BAY ST., 1010 BLACKSTONE BLDG.
JACKSONVILLE, FL 32202

SUBJECT: SANTA LIKE FIGURE AND THE SLOGAN "POOR OLE MAC"
Ref. Number: 924711

We have received your document for SANTA LIKE FIGURE AND THE SLOGAN "POOR OLE MAC" and your check(s) totaling \$87.50. However, the document has not been filed and is being retained in this office for the following:

The specimen you submitted to renew your service mark is not acceptable. We need one permanent specimen. We do not accept camera ready copies or specimens which have been altered or defaced in any manner. To renew your service mark, we need one specimen from which we can determine the service(s) being rendered. We will accept a brochure, newspaper, or magazine advertisement, or a business card; however, we must be able to determine the services you are rendering from your specimen. The specimen must specifically reflect/list the service(s) the mark is being used in connection with. If your mark is registered under more than one class, we need one specimen for each class. We DO NOT accept letterhead, stationery, envelopes, invoices or mailing labels.

Please attach your specimen(s) to a copy of this letter or to your corrected application, if it was returned to you for correction(s), and return it/them to this office for processing.

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) 245-6918.

Nanette Causseaux
Document Specialist Supervisor

Letter Number: 611A00006453

Florida Department of State, Kurt S. Browning, Secretary of State
MARK RENEWAL APPLICATION

February 14, 2011

TROPIC ENTERPRISES, INC., A FLA. CORP.
233 EAST BAY STREET, 1010 BLACKSTONE BLDG.
JACKSONVILLE, FL 32202

FILED
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SECRETARY OF STATE
TALLAHASSEE, FLORIDA

- 1) Mark Registered: SANTA LIKE FIGURE AND THE SLOGAN "POOR OLE MAC"
- 2) Registration Number: 924711
- 3) Date Filed: 06/16/1981 4) Renewal Date: 06/16/2011
- 5) Class(es): 2-0035

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

The mark is still in use within the state of
Florida.

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

I, Michael B. McCullough, being sworn, depose and say that I am the owner or that I am authorized to sign on behalf of the owner of the trademark and/or service mark referenced herein and make this application and verification on my/the owner'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.

Michael B. McCullough
Typed or Printed Name of Owner

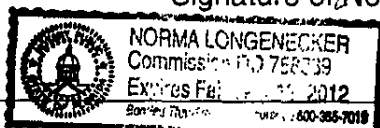
Signed

[Signature]
Owner's Signature or Authorized Person's Signature

Subscribed and sworn to before me this 11th day of March, 2011.

[Signature]
Signature of Notary Public

(Notary Seal)
My commission expires:



See reverse side for instructions.

CR2E005 (7-91)

"POOR OLE MAC..."



Is Back"

Pat Zajac, Arby's; Bob Mitchell, President, Rowe-Mitchell Construction Company; Coletta M. Boyle, Tropical Enterprises; Scott Williams, Provident Bank and Matt Cook, Marathon Oil.

Many Sarasotians may remember the "Poor Ole Mac Sells For Less" signs in front of convenience stores in various parts of the city beginning back in the late 1950's. Soon a few of those signs will be returning.

"Mac" was William E. McCullough and he came to Sarasota with his family and a dream. The dream was to provide customers with a gas station and a convenience store where courtesy, convenience and cleanliness combined with low prices. Mac's philosophy worked so well in 1959 that he added additional stations and included items such as beer, milk, bread, cigarettes and soft drinks for sale to the typical gasoline and motor oil. Although the combination seems normal now, back in 1959 it was a radical idea. And so the first convenience store was born.

Now "Mac's" son, Michael R. McCullough and one of his daughters, Coletta McCullough Boyle of Tropical Enterprises have joined

forces with Marathon Oil (the full service oil company that's local) and are bringing back the philosophy of the old location on U.S. 1 but with an amazing new twist. The new 3,000 square foot convenience store will now include a full size, full service Arby's franchise with a separate 40 seat dining area and "Kid's Zone". This is the first Arby's C-Store unit in this region and one of the very first in the entire state. There will also be a full service coffee house with fresh roasted coffee in

any variety of the current trends and fresh baked goods in a separate seating area, so one can relax and read the newspaper. Additionally, the store will include a wood-paneled walk-in cooler for browsing for your favorite beers and wine, as well as grocery aisles, and a small post office area. All this will be run from a state-of-the-art computer center, from pricing at the multi-product dispensers (computerized pumps) to operating the car wash and even ordering food from your automobile outside at the pump.



Newspaper copy of original gas station sign from 1958.

Look for "Poor Ole Mac's" grand opening later this year!



FRONT OF PIN

OFFICIAL SPECIMEN