

**T00000000540**

Requester's Name  
Address  
City/State/Zip Phone #

000003202490--3  
-04/10/00--01162--003  
\*\*\*\*\*87.50 \*\*\*\*\*87.50

Office Use Only

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MAY 22 11:10:31  
SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

**CORPORATION NAME(S) & DOCUMENT NUMBER(S), (if known):**

1. 855/364/740/749/671  
(Corporation Name) (Document #)

2. Cure, By Design  
(Corporation Name) (Document #)

3. We never received the original app. w/ your check you returned w/ the check a copy.  
(Corporation Name) (Document #)

4. Please make your corrections on the original app or resubmit a new app w/ the corrections  
(Corporation Name) (Document #)

- Walk in
- Pick up time
- Certified Copy
- Mail out
- Will wait
- Photocopy
- Certificate of Status

**NEW FILINGS**

- Profit
- Not for Profit
- Limited Liability
- Domestication
- Other

*(Handwritten mark)*

**AMENDMENTS**

- Amendment
- Resignation of R.A., Officer/Director
- Change of Registered Agent
- Dissolution/Withdrawal
- Merger

*T-540*

*W-10685*

**OTHER FILINGS**

- Annual Report
- Fictitious Name

**REGISTRATION/QUALIFICATION**

- Foreign
- Limited Partnership
- Reinstatement
- Trademark
- Other

Director Availability	<i>(initials)</i>
Document Examiner	<i>NJC</i>
Updater	<i>NJC</i>
Operator Verifier	<i>NJC</i>
Acknowledgment	<i>NJC</i>
W.P. Verifier	<i>NJC</i>

Examiner's Initials



FLORIDA DEPARTMENT OF STATE

Katherine Harris  
Secretary of State

April 24, 2000

CASEY KRESS  
AMERICAN CANCER SOCIETY, FLORIDA DIVISIO  
3709 WEST JETTON AVE.  
TAMPA, FL 33629

SUBJECT: CURE BY DESIGN AND DESIGN OF SINGLE FIGURE OF LADY IN  
LONG DRESS WITH SHADOWING BEHIND HER FIGURE  
Ref. Number: W00000010685

We have received your document for CURE BY DESIGN AND DESIGN OF SINGLE FIGURE OF LADY IN LONG DRESS WITH SHADOWING BEHIND HER FIGURE and your check(s) totaling \$87.50. However, the document has not been filed and is being retained in this office for the following:

We never received your original application, you sent back with the check a copy of an application. Please submit the original application or complete the attached application, we must have original signatures and notary.

Your mark contains word(s)/design(s) that must have a disclaimer. All geographical terms, such as cities, states, countries, and designs of same, must be disclaimed. Some commonly used words and corporate suffixes must also be disclaimed. You must disclaim the following term(s) by completing the disclaimer statement found in #2 of Part III of the application: CURE, BY DESIGN

We need three permanent specimens, which may be the same or different. TYPED, HANDWRITTEN or PHOTOCOPIED MATERIALS ARE NOT ACCEPTABLE. We do not accept specimens which have been ALTERED or DEFACED. ANY SIZE SPECIMENS ARE ACCEPTABLE. If your mark falls under the classification of a trademark (classes 1-34), we need the labels, tags, decals, containers, boxes, wrappers or 3 LEGIBLE photographs of the goods or products with the specimen affixed. IF YOUR MARK FALLS UNDER THE CLASSIFICATION OF A SERVICE MARK (CLASSES 35-42), WE NEED SPECIMENS FROM WHICH WE CAN DETERMINE THE SERVICE(S) BEING RENDERED. We will accept magazine and-or newspaper advertisements, brochures or business cards. If business cards are submitted, we must be able to determine the services being rendered. If your mark falls under the classification of both a trade and service mark, we need specimens for both. WE WILL NOT ACCEPT LETTERHEAD STATIONERY, ENVELOPES OR INVOICES AS SPECIMENS.

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



Hope. Progress. Answers.

1-800-ACS-2345  
www.cancer.org

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American Cancer Society  
3709 West Jetton Ave  
Tampa, FL 33629

May 10, 2000

Nanette Causseaux  
Corporate Specialist Supervisor  
Division of Corporations  
P.O. Box 6327  
Tallahassee, FL 32314

Division of Corporations;

Please find enclosed the original application for registration of a trademark or service mark. Also, the letter from your office telling me the items I needed to include. Thank you for your time.

Casey Kress  
Special Events Coordinator

**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**

Name & address to whom acknowledgment should be sent:

Casey Kress  
American Cancer Society, Florida Division  
3709 West Jetton Ave. Tampa, FL 33629  
( 813 ) 254-5857 ext. 409  
Daytime Telephone number

**PART I**

1. (a) Applicant's name: American Cancer Society, Florida Division, Inc.

(b) Applicant's business address: 3709 West Jetton Ave  
Tampa, FL 33629

(c) Applicant's telephone number: ( 813 ) 254-5857 City/State/Zip

Individual                       Corporation                       Joint Venture                       Other: \_\_\_\_\_  
 General Partnership               Limited Partnership               Union

If other than an individual,

(1) Florida registration number: 705004 (2) Domicile State: Florida

(3) Federal Employer Identification Number: 39-22-124113-56C

2. (a) If the mark to be registered is a service mark, the services in connection with which the mark is used:  
(i.e., furniture moving services, diaper services, house painting services, etc.)

fundraising event

(b) If the mark to be registered is a trademark, the goods in connection with which the mark is used:  
(i.e., ladies sportswear, cat food, barbecue grills, shoe laces, etc.)

n/a

(c) The mode or manner in which the mark is used: (i.e., labels, decals, newspaper advertisements, brochures, etc.)

brochures, letterhead, invitations, posters, etc.

(Continued)

d) The class(es) in which goods or services fall:

#36 - Insurance & Financial

**PART II**

1. Date first used by the applicant, predecessor, or a related company (must include month, day and year):

(a) Date first used anywhere: 12/1/99 (b) Date first used in Florida: 12/1/99

**PART III**

1. The mark to be registered is: (If logo/design is included, please give brief written description which must be 25 words or less.)

single figure of lady in long dress with shadowing behind

her figure, she appears in black

Cure By Design appear in black

English Translation

2. DISCLAIMER (if applicable)

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM " Cure, By Design " APART FROM THE MARK AS SHOWN.

I, Casey Kress, 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 no other person except a related company has the right to use such mark in Florida either in the identical form or in such near resemblance as to be likely to deceive or confuse or to be mistaken therefor. 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

Casey Kress

Typed or printed name of applicant

Casey Kress

Applicant's signature or authorized person's signature  
(List name and title)

STATE OF Florida

COUNTY OF Hillsborough

On this 13 day of March, 2000, Casey Kress personally appeared before me,

who is personally known to me  whose identity I proved on the basis of \_\_\_\_\_

(Seal)

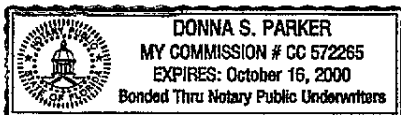
Donna S Parker

Notary Public Signature

Notary's Printed Name

My Commission Expires: \_\_\_\_\_

FEE: \$87.50 per class



FILED  
00 MAY 22 AM 10:31  
SECRETARY OF STATE  
TALLAHASSEE, FLORIDA



## 2000 "A Cure By Design" Fact Sheet

What it is....

The American Cancer Society's "Cure By Design" is the Alachua County Unit of the American Cancer Society's Signature Event. This event focuses on individual and corporate participation. Celebrating cancer survivorship and hope for a cure, the event brings focus to the role that prevention and early detection of cancer plays in everyone's life. "Cure By Design" is the American Cancer Society's unique social experience. Two days of elegance, fashion, entertainment and dining is planned.

**CONCEPT:**

On February 25, 2000 the *American Cancer Society's 10th Annual Fashion Show and Luncheon* will be held at the Sheraton Hotel Gainesville from 11:00 a.m. to 1:00 p.m. Over 520 guests will enjoy fashions modeled by local cancer survivors. This is an excellent opportunity for your business to obtain tremendous marketing value in the community, while helping in the fight against cancer.

The evening preceding the Fashion Show and Luncheon is a new and exciting event The American Cancer Society is adding to their calendar of events - "Cure by Design - Dinner with Style". Scheduled for February 24, 2000 at the home of Gainesville Philanthropist Chuck and Nancy Perry, this event is an exclusive, by invitation only occasion. It will provide an opportunity for key benefactors and product decision makers to share dinner, drinks and entertainment with nationally-recognized designers in town for the Fashion Show & Luncheon. Your business can sponsor all or a portion of this new, high profile event.

**NATIONAL DESIGNERS:**

Alex Garfield, Garfield & Marks New York - Laura Young, Brighton Accessories of California - Philadelphia Designer - Christina Rotelli, Marisa Christina New York - Lilly Pulitzer Palm Beach - Laura Luxenburg, Dylani Knits

**PARTICIPANTS:**

The event brings into focus the role prevention and early detection of cancer plays in the lives of people. This is a donation event. Each couple is required to purchase a \$500 ticket for the Dinner with Style (\$250 for individuals) and a \$40 ticket for the Fashion Show & Luncheon (a reserved table of ten is \$400).

**FEATURE:**

Sponsors already on board for "Cure by Design" - ALLTEL Communications and Shands at AGH.

**WHY WE DO IT:**

Cancer touches everyone in some way. This is an opportunity for the entire community to get involved. Today, one out of two patients diagnosed with cancer survives. That's tremendous progress!



For more information  
please call - (352) 376-6866.