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ATTORNEYS AT LAW

THE ALEXANDER BUILDING

535 CENTRAL AVENUE

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July 6, 2000

TELEPHONE  
(727) 823-4191  
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VIA UNITED STATES EXPRESS MAIL NO: EM123820409US

Florida Secretary of State  
Division of Corporations  
Post Office Box 6327  
Tallahassee, FL 32314

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-07/10/00--01005--003  
\*\*\*\*\*87.50 \*\*\*\*\*87.50

RE: Registration of trademark "SCHOOL TIMES"  
Reservation No. R00000000018

Dear Madam Secretary:

Enclosed please find, on behalf of this firm's client Times Publishing Company, an application for registration of the mark "SCHOOL TIMES," pursuant to Chapter 495 of the Florida Statutes (1999), specimens of the mark, and our firm's check for the registration fee. Please send your acknowledgment or other correspondence concerning this mark to my attention.

Very truly yours,

Alison M. Steele

FILED  
09 AUG 22 AM 11:35  
SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

Name	AMS/deo
Availability	Enclosures
Document	
Examiner	DCC
Initiator	DCC
Initiator	
Verifier	DCC
Acknowledgement	DCC
W. P. Verifier	DCC

newsletter class 16  
already have a  
tm filed under 16

T 000000000 951

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August 17, 2000

Diane Cushing  
Corporate Specialist  
Division of Corporations  
Florida Department of State  
Post Office Box 6327  
Tallahassee, Florida 32314

RE: Ref. No. W00000017349  
"SCHOOL TIMES"

Dear Ms. Cushing:

Thank you for your letter of July 11, 2000 concerning my client's application to register SCHOOL TIMES as a trademark in Class 42, for services. I appreciate the time and attention you have devoted to this application. However, I respectfully request that you reconsider your advice that my client's trademark rights for "SCHOOL TIMES" as a newsletter accessible via the Internet are protected by its registration of that mark in Class 16, a class for goods.

Under the Florida Statutes, a Class 16 registration is for "paper goods and printed matter." § 495.111(1), Fla. Stat. (1999). My previous contacts with your office concerning trademarks used in connection with electronic publications (on-line newsletters and the like) indicate that such goods and services do not fall within Class 16 for goods, but Class 42 for services. The United States Patent and Trademark Office takes the same position with regard to its Class 16 registrations, in that Class 16 is not the appropriate class for electronic publications, as they are not tangible goods. In addition, the records of your office reflect numerous instances in which trademark holders have registered their makes in more than one class, including a number registered in both Class 16 for a paper publication, as goods, and Class 42 for Internet usage, as services.

**Ms. Diane Cushing**

**August 17, 2000**

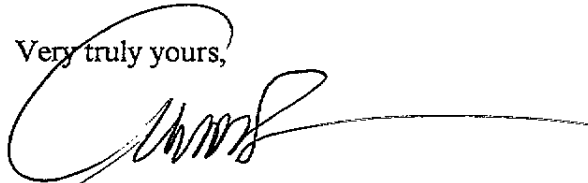
**Page Two**

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Accordingly, we respectfully request that you proceed to issue a certificate of registration for SCHOOL TIMES in Class 42. If your office is now of the opinion that a class other than Class 42 is the appropriate class for an Internet service (such as 35 for advertising or business services, 38 for communication, or 41 for education and entertainment), of course we wish to have the mark registered in that class.

If you have any questions or further concerns, please do not hesitate to contact me. Again, thank you for the time and effort you have expended in connection with this application.

Very truly yours,

A handwritten signature in black ink, appearing to read 'AMS', with a long horizontal flourish extending to the right.

Alison M. Steele

AMS/deo  
Enclosures



FLORIDA DEPARTMENT OF STATE  
Katherine Harris  
Secretary of State

July 11, 2000

ALISON M. STEELE  
RAHDERT ANDERSON MCGOWAN & STEELE, P.A.  
535 CENTRAL AVENUE, THE ALEXANDER BLDG  
ST PETERSBURG, FL 33701

SUBJECT: SCHOOL TIMES  
Ref. Number: W00000017349

We have received your document for SCHOOL TIMES and your check(s) totaling \$87.50. However, the enclosed document has not been filed and is being returned for the following correction(s):

Since this is an on-line newspaper you would fall under class 16. You currently have a trademark on file by the name of "School Times" in our office. Therefore, you do not need to file the attached because you are being protected already.

Enclosed is an application for refund. Please sign and return and allow at least 60 to 90 days for the refund to be processed.

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

If you have any questions concerning the filing of your document, please call (850) 487-6913.

Diane Cushing  
Corporate Specialist

Letter Number: 400A00038090

**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:

Alison M. Steele, Esquire  
535 Central Avenue  
St. Petersburg, Florida 33701  
(727) 823-4191  
Daytime Telephone Number

**PART I**

1. (a) Applicant's name: Times Publishing Company, Inc.

(b) Applicant's business address: 490 First Avenue South  
St. Petersburg, Florida 33701  
City/State/Zip

(c) Applicant's telephone number: (727) 893-8111

☐ Individual

☒ Corporation

☐ Joint Venture

☐ Other

☐ General Partnership

☐ Limited Partnership

☐ Union

If other than individual,

(1) Florida registration number: 111977 (2) Domicile State: Florida

(3) Federal Employer Identification Number: 59-0482470

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.)

On-line newsletter for teachers and educators accessible via global computer network

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

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

(Continued)

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

Class 42

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: June 30, 2000 (b) Date first used in Florida: June 30, 2000

PART III

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

"SCHOOL TIMES"

2. DISCLAIMER (if applicable)

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM "

" APART FROM THE MARK AS SHOWN.

I, \_\_\_\_\_, being duly sworn, depose and say that I am the owner and 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.

Andrew P. Corty

Typed or printed name of applicant

*Andrew P. Corty*

Applicant's signature or authorized person's signature

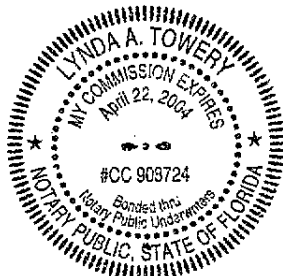
Andrew P. Corty, Secretary

STATE OF FLORIDA  
COUNTY OF PINELLAS

On this 30 day of June, 2000, Andrew P. Corty personally appeared before me,

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

(Seal)



*Lynda A. Towery*

Notary Public Signature

Lynda A. Towery

Notary's Printed Name

My Commission Expires: 4-22-2004

FEE: \$87.50 per class

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## SCHOOL TIMES

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### Sneak Peek at NIE offerings for 2000/20001

While teachers and students are enjoying their summer break, the NIE staff is busy preparing programs that will bring real-life learning to students like never before.

Following is a preview of what teachers and students will be receiving this fall:

- 36-week Economics News Features Series

Each week the Times will publish news features written by award-winning Florida educators. Topics include: Managing Cash, Banking Basics, Consumer Credit (and Debt), Business Etiquette, Basic Business Concepts, Decision Making and Time Management. The Florida Council on Economic Education, recognized by educators and the business community for excellent Free Enterprise Programs that include Florida Stock Market Game, Free Enterprise Bank for Students, and the Governor's Award for Excellence in Economics Education, is overseeing the production of the series. Teachers, students and adults will be delighted by the fresh, innovative and fun approach to economics. We promise it won't be "boring."

- "X-Press" - Times Monday Kids Page

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