

T02000000920

JONATHAN V. GOODMAN, J.D. LL.M.
ATTORNEY AT LAW

135 WEST WELLS STREET
SUITE 340
MILWAUKEE, WISCONSIN 53203

ALSO LICENSED
IN FLORIDA

AREA CODE 414
276-6760

TELECOPIER
414-287-1199

July 15, 2002

Registration Section
Division of Corporations
P.O. Box 6327
Tallahassee, FL 32314

000006535270--0
-07/19/02--01065--014
****185.00 ****185.00

Gentlemen:

Always 99¢
99¢ Always

Enclosed is the original and one copy of *Application for the Registration of a Trademark or Service Mark* along with a check in the amount of \$185.00 payable to the Secretary of State.

Also enclosed are three specimens.

Very truly yours,

Jonathan V. Goodman

T02-920
W02-21069

cb

Enclosures

cc: Mr. Boden J. Perry

789

304

747(35)

2928

671

If this is to identify a store selling items for priced for 99 cents. It should be reg as a SM in class 35. Please delete "99¢ always" from Part III. Only one mark can be reg per app. ✓ ✓

JV Goodman GAVE

AUTHORIZATION BY PHONE TO

CORRECT Part III

DATE 8/16/02

DOC. EXAM. up

96

02 AUG -6 AM 9:42
SECRET
DIVISION OF CORPORATIONS
TALLAHASSEE, FLORIDA

JONATHAN V. GOODMAN, J.D. LL.M.
ATTORNEY AT LAW

135 WEST WELLS STREET
SUITE 340
MILWAUKEE, WISCONSIN 53203

ALSO LICENSED
IN FLORIDA

AREA CODE 414
276-6760

TELECOPIER
414-287-1199

July 31, 2002

Ms. Nanette Causseaux
Division of Corporations
P.O. Box 6327
Tallahassee, FL 32314

Re: Letter No. 402A00044603
Ref. No. W02000021069

always 99¢

Dear Ms. Causseaux:

I am resubmitting for filing the original and a copy of the *Application for the Registration of a Trademark or Service Mark*, which hopefully is now correct. If there are any further problems, please contact me.

Very truly yours,



Jonathan V. Goodman

cb

Enclosure

cc: Mr. Boden J. Perry



FLORIDA DEPARTMENT OF STATE

Katherine Harris
Secretary of State

July 22, 2002

JONATHAN V. GOODMAN, ESQUIRE
135 WEST WELLS STREET, SUITE 340
MILWAUKEE, WI 53203

SUBJECT: ALWAYS 99 CENTS (THE WORD ALWAYS FOLLOWED BY 99
AND THE CENT SIGN)
Ref. Number: W02000021069

We have received your document for ALWAYS 99 CENTS (THE WORD ALWAYS FOLLOWED BY 99 AND THE CENT SIGN) and your check(s) totaling \$185.00. However, the enclosed document has not been filed and is being returned for the following correction(s):

This mark should be registered as a service mark in class 35. From reviewing your specimens it appears that the term "ALWAYS 99 CENTS" is used to identify the name of the store. Please correct Part I 2.(a). Also our computers does not recognize the "CENTS SIGN" therefore we have to put it in the way it is returned to you in "SUBJECT". Please delete "99 ALWAYS" from Part III, only one mark can be registered per application.

Class(es) would appear applicable to your specific mark. Please delete the class(es) you have on line 2 (d) and insert the pertinent class(es) .

You must list a more specific service in #2(a) in Part I of the application.

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) 245-6918.

Nanette Causseaux
Corporate Specialist Supervisor

Letter Number: 402A00044603

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:

Attorney Jonathan V. Goodman
135 W. Wells Street, Suite 340
Milwaukee, WI 53203
(414) 276-6760
Daytime Telephone number

PART I

1. (a) Applicant's name: Boden J. Perry

(b) Applicant's business address: 707 W. Glencoe Place
Milwaukee, WI 53217
City/State/Zip

(c) Applicant's telephone number: (414) 228-7770

☒ Individual ☐ Corporation ☐ Joint Venture ☐ Other: _____
☐ General Partnership ☐ Limited Partnership ☐ Union

If other than an individual,

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

(3) Federal Employer Identification Number: _____

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.)

Retail services

(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.)

One-price merchandise

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

newspaper and television advertising, signage

(Continued)

ORIGINAL

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

35. Advertising and Business

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: Sept. 2001

(b) Date first used in Florida: July 1, 2002

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.)

ALWAYS 99¢

English Translation

2. DISCLAIMER (if applicable)

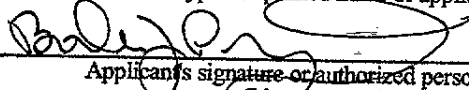
NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM "

" APART FROM THE MARK AS SHOWN.

I, Boden J. Perry, 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

Boden J. Perry

Typed or printed name of applicant



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

STATE OF WISCONSIN

COUNTY OF MILWAUKEE

On this 15 day of July, 2002, Boden J. Perry personally appeared before me,

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

(Seal)


Notary Public Signature

Jonathan V. Goodman

Notary's Printed Name

My Commission Expires is permanent

FEE: \$87.50 per class

02 AUG -6 AM 9:42
DIVISION OF REVENUE
STATE OF WISCONSIN

The
Largest
One Price
Shopping
Emporium
in the Midwest!
Over a Million
Items in more than
25,000 sq ft.

*Great
Values!*
Always
99¢

Always
Open 9-9
9 Days a Week

**WHY
PAY
MORE?**

EVERYTHING IS...

ALWAYS 99¢

SOUTHGATE PLAZA • 3333 S. 27TH ST • MILWAUKEE, WI 53215 • 414-383-6999

NORTH OF 894 ON SOUTH 27TH STREET

**Art
'N
Oddities™**

Art 'N Oddities™

..... a unique gallery
experience!

We offer new and
different ideas for
your decorating
needs.

Neat Stuff!

414-329-2788

5833 W. Lincoln Ave.
Milwaukee, WI 53219
www.artnoddities.com

Regular Store Hours
Wed-Fri 10-5
Sat 10-4