

10300000936

(Requestor's Name)

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New Smyrna
Beach Florida
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~~6003-18910~~

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03 JUL 29 AM 10:01

FILED
SECTION OF REGISTRATIONS

ROBERT S. THURLOW, P.A.
ATTORNEY AT LAW
CERTIFIED FAMILY MEDIATOR
415 CANAL STREET
NEW SMYRNA BEACH, FLORIDA 32168

ASSISTANTS:
JANE MYERS: FAMILY & CIVIL
DIANE EYRE: ESTATES & PROPERTY
MARJORIE THURLOW: CLIENT SERVICES
GLENDA SNELL: ACCOUNTING

PHONE:
(386) 424-1530
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(386) 424-1493
E-MAIL:
rthurlow@bellsouth.net

June 20, 2003

Registration Section
Florida Department of State
Div. of Corporations
P.O. Box 6327
Tallahassee, FL 32314

RE: APPLICATION FOR REGISTRATION OF TRADEMARK/SERVICE MARK

Dear Sir/Madam:

Enclosed are the following:

1. Application for Registration of Trademark/Service Mark plus 2 copies
2. Check in the amount of \$87.50
3. Three Service Mark Specimens

Please process this application and return the enclosed "copy" with your time stamp for my records so that I may know that it was received by your department. Should you have any questions, please do not hesitate to call.

Very truly yours,



Robert S. Thurlow

**SIGNED IN THE ABSENCE OF
THE ABOVE TO AVOID DELAY.**

RST:jkm
Enclosures
cf: Client



FLORIDA DEPARTMENT OF STATE

Glenda E. Hood
Secretary of State

July 2, 2003

ROBERT S. THURLOW, ESQUIRE
415 CANAL STREET
NEW SMYRNA BEACH, FL 32168

SUBJECT: NEW SMYRNA BEACH FLORIDA AND DESIGN OF TWO WAVY
LINES SEPARATING THE WORDS "BEACH" AND "FLORIDA"
Ref. Number: W03000018910

We have received your document for NEW SMYRNA BEACH FLORIDA AND
DESIGN OF TWO WAVY LINES SEPARATING THE WORDS "BEACH" AND
"FLORIDA" and your check(s) totaling \$87.50. However, the enclosed document
has not been filed and is being returned for the following correction(s):

If the mark includes a logo or design, a brief written description must be provided.

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: NEW SMYRNA BEACH
FLORIDA

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: 403A00039789



FLORIDA DEPARTMENT OF STATE

Glenda E. Hood
Secretary of State

July 15, 2003

ROBERT S. THURLOW, ESQUIRE
415 CANAL STREET
NEW SMYRNA BEACH, FL 32168

SUBJECT: NEW SMYRNA BEACH FLORIDA AND DESIGN OF TWO WAVY
LINES SEPARATING THE WORDS "BEACH" AND "FLORIDA"
Ref. Number: W03000018910

We have received your document for NEW SMYRNA BEACH FLORIDA AND DESIGN OF TWO WAVY LINES SEPARATING THE WORDS "BEACH" AND "FLORIDA" and your check(s) totaling \$87.50. However, the enclosed document has not been filed and is being returned for the following correction(s):

You failed to make the correction(s) requested in our previous letter.

If the mark includes a logo or design, a brief written description must be provided.

If the term(s) DESIGN OF TWO WAVY LINES is/are to be included as part of the mark registration, you must include the term(s) in #1 of Part III of the application.

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
Document Specialist Supervisor

Letter Number: 203A00041522

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:
Southeast Volusia Advertising Authority
County #87-23 d/b/a
New Smyrna Beach Area Visitors Bureau
2242 State Road 44
New Smyrna Beach, FL 32168
(386) 428-1600
Daytime Telephone number

PART I

1. (a) Applicant's name: Southeast Volusia Advertising Authority County #87-23 d/b/a
New Smyrna Beach Area Visitors Bureau

(b) Applicant's business address: 2242 State Road 44
New Smyrna Beach, FL 32168
City/State/Zip

(c) Applicant's telephone number: (386) 428-1600
☐ Individual ☐ Corporation ☐ Joint Venture ☒ Other: Fictitious
☐ General Partnership ☐ Limited Partnership ☐ Union Name

If other than an individual,

(1) Florida registration number: G00229900225 (2) Domicile State: FL

(3) Federal Employer Identification Number: 59-60-00885

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.)

Tourism promotion

(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.)

(c) The mode or manner in which the mark is used:(i.e., labels, decals, newspaper advertisements, brochures, ,
Brochure, business cards, stationery, shirts/blazer (not for sale), e

(Continued)

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

#35

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: 8/16/2000 (b) Date first used in Florida: 8/16/2000

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.)

NEW
S M Y R N A
BEACH

FLORIDA

represents

* des. of two wavy lines which
(waves breaking on beach)

English Translation NA

2. DISCLAIMER (if applicable)

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM " New Smyrna
Beach Florida " APART FROM THE MARK AS SHOWN.

I, Deborah Boyd, 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

Deborah Boyd

Typed or printed name of applicant

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

Director

STATE OF FLORIDA

COUNTY OF VOLUSIA

On this 20 day of June, 2003, Deborah Boyd, person

appeared before me,
☐ who is personally known to me
License ☒ whose identity I proved on the basis of FL Driver

(Seal)

Notary Public Signature

Notary's Printed Name



Jane K. Myers
MY COMMISSION # CC862016 EXPIRES
October 27, 2003
BONDED THRU TROY FAIN INSURANCE, INC.

My Commission Expires:

FEE: \$87.50 per class

Redfish Capital



Welcome to the "Redfish Capital of the World." There's no place like New Smyrna Beach when you are in search of the ultimate fishing adventure. Take a guided tour or do it on your own. You are sure to get hooked on this unique outdoor experience!

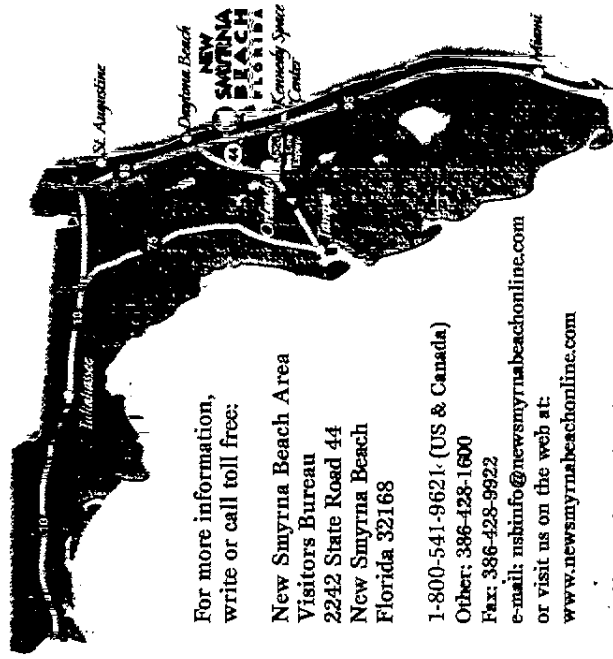
The New Smyrna Beach area is known internationally for its trophy size fish. And world records have been set here by the International Gamefish Association.

Guided trips are perfect for families, couples, or just yourself. Go out for the day or half a few hours. Rates vary, but you will have a catch to show for any trip.

Get Hooked on FISHING

Licenses:

The law says anyone who takes, attempts to take, or possesses marine fish for non-commercial purposes must have a license. You do not need a license if you are age 65 or older, under age 16, or fishing from a boat or pier with a recreational fishing license. All non-Florida residents must have a license.



For more information, write or call toll free:

New Smyrna Beach Area
Visitors Bureau
2242 State Road 44
New Smyrna Beach
Florida 32168

1-800-541-9621 (US & Canada)

Other: 386-428-1600

Fax: 386-428-9922

e-mail: nstinfo@newsmyrnabeachonline.com

or visit us on the web at:

www.newsmyrnabeachonline.com

