

**T0300000/1492**

(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

PICK-UP     WAIT     MAIL

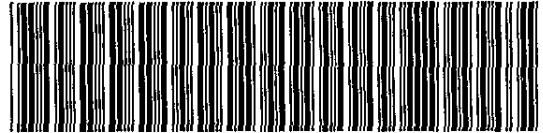
(Business Entity Name)

(Document Number)

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03 NOV 26 AM 9:47  
SECRETARY OF STATE  
TALLAHASSEE FLORIDA

T03-1492

Margie M. Luis  
 Luis Insurance  
 6020 Bird Road, Suite 1  
 Miami, Florida 33155

Office Use Only

NUMBER(S), (if known):

*No Money*

(Document #) \_\_\_\_\_  
 (Document #) \_\_\_\_\_  
 (Document #) \_\_\_\_\_  
 (Document #) \_\_\_\_\_

*WO 3 - 33116*

- Walk in     
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NEW FILINGS	
<input type="checkbox"/>	Profit
<input type="checkbox"/>	NonProfit
<input type="checkbox"/>	Limited Liability
<input type="checkbox"/>	Domestication
<input type="checkbox"/>	Other

AMENDMENTS	
<input type="checkbox"/>	Amendment
<input type="checkbox"/>	Resignation of R.A., Officer/ Director
<input type="checkbox"/>	Change of Registered Agent
<input type="checkbox"/>	Dissolution/Withdrawal
<input type="checkbox"/>	Merger

OTHER FILINGS	
<input type="checkbox"/>	Annual Report
<input type="checkbox"/>	Fictitious Name
<input type="checkbox"/>	Name Reservation

REGISTRATION/ QUALIFICATION	
<input type="checkbox"/>	Foreign
<input type="checkbox"/>	Limited Partnership
<input type="checkbox"/>	Reinstatement
<input type="checkbox"/>	Trademark
<input type="checkbox"/>	Other

*✓*

Examiner's Initials	
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FLORIDA DEPARTMENT OF STATE  
Glenda E. Hood  
Secretary of State

November 7, 2003

MARGIE M. LUIS  
6020 BIRD ROAD, SUITE 1  
MIAMI, FL 33155

SUBJECT: LUIS INSURANCE AND DESIGN OF DOOR  
Ref. Number: W03000033116

We have received your document for LUIS INSURANCE AND DESIGN OF DOOR, however, upon receipt of your document no check was enclosed. Please send a check or money order payable to the Department of State for \$87.50.

The term "LUIS INSURANCE" is not registrable unless you include the design of the door. The term "LUIS INSURANCE" alone, is merely descriptive of the services being rendered. Therefore please delete "THE WORDS & DESIGN MAY BE USED SEPARATELY" from Part III of the application.

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: "LUIS", "INSURANCE"

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: 503A00060887

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

- \* Attached please find 3 samples:
- 1) business card
  - 2) flyer
  - 3) fax letterhead

Name & address to whom acknowledgment should be sent:

Margie M. Luis and Pablo J. Luis  
6020 Bird Road, Suite 1  
Miami, Florida 33155  
(305) 667-7700  
Daytime Telephone number

PART I

1. (a) Applicant's name: Luis Insurance / Margie M. Luis, President
- (b) Applicant's business address: 6020 Bird Road, Suite 1  
Miami, Florida 33155  
City/State/Zip
- (c) Applicant's telephone number: (305) 667-7700
- Individual       Corporation       Joint Venture       Other: S-Corp.  
 General Partnership       Limited Partnership       Union

If other than an individual,

- (1) Florida registration number: PO3000068728 ✓      (2) Domicile State: Florida
- (3) Federal Employer Identification Number: 54-2114870

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.)

Insurance services by an independent insurance agency.

- (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 because no goods are manufactured, distributed, or sold.

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

Street signage, business cards, newspaper (and radio) advertisements, business plans, labels, marketing flyers and brochures. In radio, reference will be made to "the red door logo."

(Continued)

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

Class 36 - Insurance and 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: June 2003 (only in Florida) (b) Date first used in Florida: June 2003

**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.)

A servicemark consisting of both words (ie, Luis Insurance) and door design (ie, the red door logo). The words are in black ink and the door design is in red ink. The red color is a feature of the mark. The door is a solid double door with 6 panels and an upper border that exceeds the width of the door.

English Translation \_\_\_\_\_

2. DISCLAIMER (if applicable)

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM "Luis Insurance"  
" APART FROM THE MARK AS SHOWN.

I, PABLO LUIS, 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

PABLO LUIS

Typed or printed name of applicant

[Signature]

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

FILED  
03 NOV 26 AM 9:46  
SECRETARY OF STATE  
TALLAHASSEE FLORIDA

STATE OF

Florida

COUNTY OF

Dade

On this 15 day of October, 2003, Pablo Luis personally appeared before me,

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

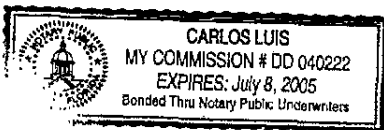
Notary Public Signature

[Signature]

Notary's Printed Name

Carlos Luis

(Seal)



My Commission Expires: 7/8/05

FEE: \$87.50 per class



# Luis Insurance

*We care about finding our community the best combination of coverage, price and service.*

## *Executive Summary*

A significant market opportunity exists in Florida for a business that caters to the insurance needs of a growing number of small businesses. You cannot conduct business without insurance! In Florida, the 2002 small business profile indicates:

- The number of self-employed individuals and employer businesses increased 1.5% and 2.0%, respectively, and 98.8% of businesses in Florida were small.<sup>1</sup>

Small business owners want their insurance to be cost-effective, simple to understand, and easy to manage. Luis Insurance, Inc. (Luis Insurance) plans to focus on providing our community the best combination of price, coverage, and service. As independent agents, Luis Insurance will work for the individual and not one insurer, so the individual can be assured of objectivity. By partnering with the leading and best financially-rated insurance carriers, particularly underwriters that are leveraging the Internet as the nexus connecting them and agents, Luis Insurance can help to provide insurance protection that is tailored to meet unique needs.

Luis Insurance plans to provide the right coverage for a variety of small business owners under a single portfolio policy. A home and auto policy focus can enable Luis Insurance to build its customer base. A comprehensive portfolio focus can enable Luis Insurance to combine broad property, liability, automobile, umbrella protection, and workers compensation. These forms of account rounding, together with Web-based applications, can give Luis Insurance more opportunities to build profits and strengthen ties to customers.

Luis Insurance's advantages will be:

- The professional, technical, and selling background of the Principals, which have previously achieved pre-approval for an Allstate Insurance agency,
- The current extensive South Florida community contact network of the Principals, which exceeds 1,000 personal contacts,
- The Principals' affiliations with the multiple leading and best financially-rated insurance carriers (that typically appoint only established agencies),
- The representation of insurance carriers that use the Internet to do business faster and more efficient, and the investment in premier agency management software and qualified personnel,
- The "red door" logo to create a recognizable brand name,
- An office on Bird Road (near Coral Gables), a convenient and widely used street, to provide a good image, visibility, and select walk-in traffic, including free parking and Saturday office hours, and
- The best business strategy: a rewarded, satisfied customer.

*We look forward to partnering with you!*

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<sup>1</sup> U.S. Small Business Administration, Office of Advocacy, 2002 *Small Business Profile: FLORIDA* (2003).