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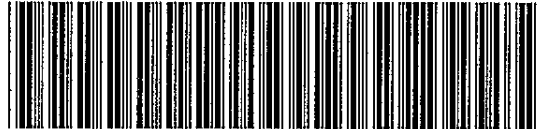
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"Healthier"

"Student Body"

Office Use Only



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~~W04-34277~~
T04-1233
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FLORIDA DEPARTMENT OF STATE
Glenda E. Hood
Secretary of State

September 14, 2004

FOOD AND NUTRITION SERVICES, PASCO CO. SCHOOL DISTRICT
ATTN: EMILY LAYMON
7227 LAND O' LAKES BLVD.
LAND O' LAKES, FL 34638

SUBJECT: THE ZONE AND DESIGN OF THE WORDS STYLIZED AND
SLOGAN: "BUILDING A HEALTHIER STUDENT BODY"
Ref. Number: W04000034277

We have received your document for THE ZONE AND DESIGN OF THE WORDS STYLIZED AND SLOGAN: "BUILDING A HEALTHIER STUDENT BODY" and your check(s) totaling \$87.50. However, the enclosed document has not been filed and is being returned for the following correction(s):

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) .

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: "HEALTHIER", "STUDENT BODY"

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: 104A00054746

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:

Food and Nutrition Services
~~Pasco County School District~~
7227 Land O' Lakes Boulevard

Land O' Lakes, FL 34638
Attention: Emily Laymon
(813) 794-2439
Daytime Telephone number

PART I

1. (a) Applicant's name: Pasco County Schools, Food and Nutrition Services

(b) Applicant's business address: 7227 Land O' Lakes Boulevard
Land O' Lakes, FL 34638

(c) Applicant's telephone number: (813) 794-2439 City/State/Zip

- Individual Corporation Joint Venture Other: Public School District
 General Partnership Limited Partnership Union

If other than an individual,

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

(3) Federal Employer Identification Number: 61-00-026783-53c

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.)

school food service

(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, etc.)

menus, uniforms, aprons, website, menu boards, program documents, business
cards, newsletters, napkins, product labels, signs

(Continued)

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

~~Class 41~~
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: July 1, 2004 (b) Date first used in Florida: July 1, 2004

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.)

Stylized text logo in blue, white, and black stating "The Zone" with slogan
stating "Building a Healthier Student Body" underneath the logo.

English Translation _____

2. DISCLAIMER (if applicable)

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM "Healthier"
"student body" " APART FROM THE MARK AS SHOWN.

I, Emily Laymon, 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

Emily Laymon, FNS Training Coordinator

Typed or printed name of applicant

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

STATE OF Florida
COUNTY OF Pasco

On this 2 day of September, 2004, Emily Laymon personally appeared before me,

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

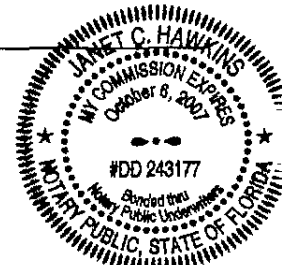
(Seal)

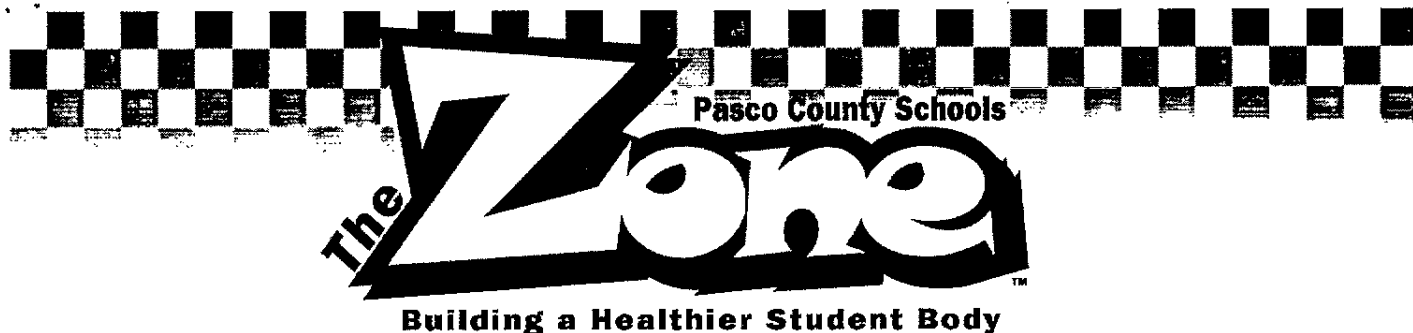
Janet C. Hawkins
Notary Public Signature
JANET C. HAWKINS
Notary's Printed Name

My Commission Expires: _____

FEE: \$87.50 per class

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THE CAFETERIAS HAVE CLOSED! A NEW RESTAURANT CHAIN HAS OPENED

Welcome Back! You may have noticed some changes since last year. The first big change is our name. Food and Nutrition Services has branded its service to the District School Board of Pasco County to renew the department's goal of building a healthier student body.

A New Outlook The Zone is committed to providing healthy meals to help Pasco have a healthier student body. Over the summer, the menu and a la carte food choices were evaluated for taste, quality, acceptance, and nutrition value. Some of the items were discontinued and replaced with healthier student choices. A la carte foods were given grades according to the nutrition value of the product and new standards provide guidelines on how often choices from the varying grades may be offered.

A Streamlined Menu In addition, new elementary and secondary meal standards were written. These standards streamline the number of choices that can be offered daily to help provide students with the maximum time available to enjoy their meal, and ensure that a variety of fruit and vegetable choices are available each day.

A New Look Unlike the old image of school food service, cafeterias will begin to look different. We would like to leave the institutional image of school food service where it belongs—in the past! Over the next several years, cafeterias will change from institutional eating environments to nutrition zones. New signs, menu boards and professionally designed posters will be visible. Nutritional information for menu items will be available in each secondary school and by request in the elementary schools. Food containers, napkins, aprons, and other materials will be labeled. In the new secondary schools, cafeterias will be designed in a food court style.

School and Community Outreach The health and well-being of students is our main focus. To help improve student knowledge of healthy eating choices, the Zone will implement several new outreach programs. These include:

- Provide age-appropriate nutrition articles to be published in school newsletters.
- A quarterly newsletter will be sent to administrators, directors, and food service employees that discusses new issues related to the department.
- Special edition newsletters will be published that provide instructional staff, coaches, and health personnel with nutrition education ideas and information that can be incorporated into student curriculum.
- Nutrition spots will be developed to air on PETV.
- Nutrition and nutrition education information will be available from the department website.
- Community projects will be developed to provide families an opportunity to learn to implement a healthy lifestyle.

We look forward to working with administrators, instructional staff, faculty, coaches, student health services, and other district employees in ensuring student success. By taking a more active role in educating students on the importance of making healthy eating choices and providing learning opportunities, we can build a healthier student body!

