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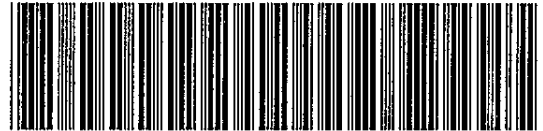
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"Orlando"

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~~104-36830~~
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LAW OFFICES

**GIFFORD, KRASS, GROH, SPRINKLE,
ANDERSON & CITKOWSKI, P.C.**

PATENT, TRADEMARK AND COPYRIGHT PRACTICE
280 N. OLD WOODWARD AVENUE, SUITE 400
BIRMINGHAM, MICHIGAN 48009-5394

(248) 647-6000

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info@patlaw.com

September 27, 2004

Our File: CPI-14398/08

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ALSO ADMITTED IN:
(1) WISCONSIN
(2) OHIO
(3) FLORIDA
(4) NEW YORK

Florida Dept. of State
Division of Corporations
P.O. Box 6327
Tallahassee, FL 32314

Re: State Trademark Application for ORLANDO HOMEBUYER

Gentlemen:

Enclosed herewith for filing are the following:

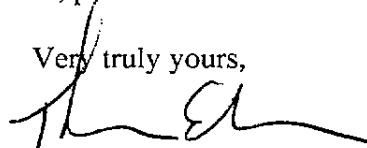
1. Application for the Reservation of a Trademark (Original and one copy).
2. A check in the amount of \$87.50 for the filing fee in one Class.
3. One specimen of the mark in Class 16.
4. Return postcard to show receipt of above (please date stamp and return).

Kindly direct all correspondence regarding the above application to the following:

Thomas E. Anderson
Gifford, Krass, Groh, Sprinkle, Anderson & Citkowski, P.C.
280 N. Old Woodward Ave., Suite 400
Birmingham, MI 48009
(248) 647-6000

If you have any questions regarding this matter, please contact me at the above address.

Very truly yours,



Thomas E. Anderson

TEA/dt



FLORIDA DEPARTMENT OF STATE
Glenda E. Hood
Secretary of State

October 6, 2004

THOMAS E. ANDERSON, ESQUIRE
GIFFORD, KRASS, ET AL.
280 N. OLD WOODWARD AVENUE, SUITE 400
BIRMINGHAM, MI 48009

SUBJECT: ORLANDO HOMEBUYER
Ref. Number: W04000036830

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

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: "ORLANDO", "HOMEBUYER"

The specimens provided this office are not acceptable; we need three permanent specimens, **which may be the same or different**. We do not accept photocopies or camera ready copies. We do not accept specimens that have been altered or defaced in any manner. We will accept labels, decals or tags that are affixed to the actual goods or products. We will accept three LEGIBLE photographs of the goods or products with the specimens affixed. If this is some kind of publication, newspaper, magazine, or column, we need three of the actual publications. We need specimens for each class of registration. We DO NOT accept letterhead, stationery, envelopes, invoices or mailing labels.

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: 804A00057989



FLORIDA DEPARTMENT OF STATE
Glenda E. Hood
Secretary of State

November 3, 2004

THOMAS E. ANDERSON, ESQUIRE
GIFFORD, KRASS, ET AL.
280 N. OLD WOODWARD AVENUE, SUITE 400
BIRMINGHAM, MI 48009

SUBJECT: ORLANDO HOMEBUYER
Ref. Number: W04000036830

We have received your document for ORLANDO HOMEBUYER 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.

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: "ORLANDO", "HOMEBUYER"

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: 704A00063035

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:

Thomas E. Anderson

280 N. Old Woodward Ave., Suite 400

Birmingham, MI 48009

(248) 647-6000
Daytime Telephone number

PART I

1. (a) Applicant's name: Gulfshore Media, Inc.

(b) Applicant's business address: 303 South Pineapple Ave., Suite 205
Sarasota, Florida 34236

City/State/Zip

(c) Applicant's telephone number: (941) 366-8225

Individual

Corporation

Joint Venture

Other: _____

General Partnership

Limited Partnership

Union

If other than an individual,

(1) Florida registration number: F-43377

(2) Domicile State: Florida

(3) Federal Employer Identification Number: 59-2124188

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.)

(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.)

Printed publications - magazines

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

The mark is affixed to the goods

(Continued)

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

Class 16

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: 2/27/04

(b) Date first used in Florida: 2/27/04

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.)
ORLANDO HOMEBUYER

English Translation

2. DISCLAIMER (if applicable)

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

I, Jimmy Dean 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

JIMMY DEAN

Typed or printed name of applicant

[Signature]

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

FILED
SECRETARY OF STATE
DIVISION OF CORPORATIONS
04 DEC - 1 PM 3:19

STATE OF Florida

COUNTY OF Sarasota

On this 17 day of September, 2004, Jimmy Dean appeared before me,

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

(Seal)

Pamela A. Flanagan

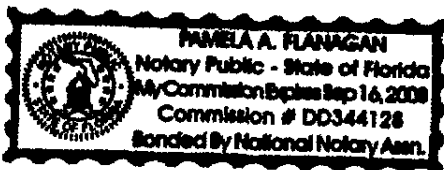
Notary Public Signature

PAMELA A. FLANAGAN

Notary's Printed Name

My Commission Expires: 9/16/08

FEE: \$87.50 per class



SUMMER 2004

ORLANDO HOMEBUYER

ORLANDO Homebuyer

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