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801 BROAD STREET, SUITE 700
AUGUSTA, GEORGIA 30901

Reply to:

TIMOTHY E. MOSES

Licensed in GEORGIA
and SOUTH CAROLINA

EMAIL: TEMoses@hullfirm.com

POST OFFICE BOX 1564
AUGUSTA, GA 30901-1564
TEL: (706) 722-4481
FAX: (706) 849-5111

December 30, 2004

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

RE: Trademark: AUBURNDALE SHOPPER
State: Florida

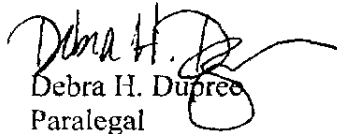
Dear Sir or Madam:

Enclosed please find the following items required to register the above trademark:

1. One (1) original and one (1) conformed copy of the Trademark Application;
2. Three (3) specimens showing the mark in use; and
3. Check number 4047 in the amount of \$87.50 to cover the filing fee.

If you have any questions, please feel free to contact me. Thank you in advance.

Very truly yours,


Debra H. Dupree
Paralegal

DHD:
Enclosures

U:\TEMoses\Clients\MCC (0001)\Trademark (463)\Auburndale Shopper\Sec of State In enclosing TM Application.doc



FLORIDA DEPARTMENT OF STATE

Glenda E. Hood
Secretary of State

January 7, 2005

TIMOTHY E. MOSES, ESQUIRE
HULL, TOWILL, ET AL.
P.O. BOX 1564
AUGUSTA, GA 30903-1564

SUBJECT: AUBURNDALE SHOPPER
Ref. Number: W05000001102

We have received your document for AUBURNDALE SHOPPER 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 must disclaim the term(s) SHOPPER in addition to the term(s) already disclaimed. Please amend # 2 in Part III accordingly.

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: 405A00001411

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:

Timothy E. Moses, Esquire

P.O. Box 1564

Augusta, GA 30903-1564

(706) 722-4481

Daytime Telephone number

PART I

1. (a) Applicant's name: Morris Publishing Group, LLC

(b) Applicant's business address: 725 Broad Street

Augusta, GA 30901

City/State/Zip

(c) Applicant's telephone number: (706) 724-0851

☐ Individual

☐ Corporation

☐ Joint Venture

☒ Other: GA limited liability company

☐ General Partnership

☐ Limited Partnership

☐ Union

If other than an individual,

(1) Florida registration number: M01000002181 (2) Domicile State: Georgia

(3) Federal Employer Identification Number: 581445060

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 publication, namely, a weekly advertising shopper publication

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

(Continued)

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

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: January, 1999 (b) Date first used in Florida: January, 1999

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.)

AUBURNDALE SHOPPER

English Translation

2. DISCLAIMER (if applicable)

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM "Auburndale" and "Shopper" APART FROM THE MARK AS SHOWN.

I, William S. Morris IV, 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

William S. Morris IV, as its President

Typed or printed name of applicant

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

05 JAN 25 PM 2:06
CLERK OF STATE
NOTARY PUBLIC

STATE OF GEORGIA

COUNTY OF RICHMOND

On this 10th day of December, 2004, WILL S. MORRIS IV personally appeared before me,

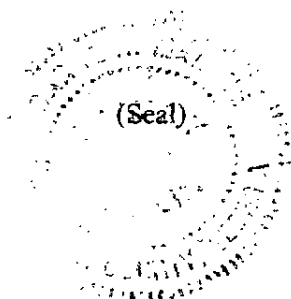
☒ who is personally known to me ☐ whose identity I proved on the basis of _____

Carol A. Malone
Notary Public Signature

CAROL A. MALONE
Notary's Printed Name

My Commission Expires: MARCH 16, 2007

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Week of June 9, 2004

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