

70600000396

(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

☐ PICK-UP

☐ WAIT

☐ MAIL

(Business/Entity Name)

(Document Number)

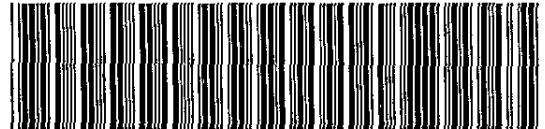
Certified Copies _____ Certificates of Status _____

Special Instructions to Filing Officer:

789/304/2930/671

"Home Loans"

The term "Home loans" commonly is used and therefore must be disclaimed as a whole.



500067772265

706-396

13/15/06--01042--002 **87.50

(7)

W06-12908

SECRETARY OF STATE
TALLAHASSEE, FLORIDA

06 MAR 30 PM 2:31

FILED

COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: HOME LOANS MADE EASY
(Mark to be registered)

The enclosed Trademark/Service Mark Application, specimens and fee(s) are submitted for filing.

Please return all correspondence concerning this matter to the following:

RANDY K. STERNS, ESQ.

(Name of Person)

BUSH ROSS, P.A.

(Firm/Company)

220 P.O. BOX 3913

(Address)

TAMPA, FL 33601-3913

(City/State and Zip Code)

For further information concerning this matter, please call:

Sandy Duncan

(Name of Person)

at (813) 204-6458

(Area Code & Daytime Telephone Number)

MAILING ADDRESS:

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

STREET/COURIER ADDRESS:

Registration Section
Division of Corporations
Clifton Building
2661 Executive Center Circle
Tallahassee, FL 32301

BUSH|ROSS
ATTORNEYS AT LAW

220 South Franklin Street
Tampa, Florida 33602-5330
(813) 224-9255 [Phone]
(813) 223-9620 [Fax]
www.bushross.com

RANDY K. STERNS
rsterns@bushross.com
(813) 204-6401 [Direct Line]

Mailing Address:
Post Office Box 3913
Tampa, Florida 33601-3913

March 13, 2006

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

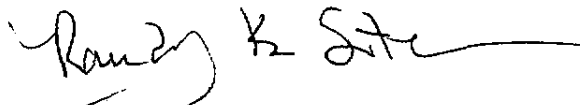
Re: Service Mark Application for HOME LOANS MADE EASY
Our File No.: 010284.1

Gentlemen:

I have enclosed an application for the registration of the above-referenced service mark, together with three original specimens and our firm's check in the amount of \$87.50 which represents payment of the required filing fee (\$87.50) in Class 36.

If you have any questions or need additional information, I can be reached at (813) 204-6458.

Sincerely,


Randy K. Sterns

RKS/sld
Enclosures
376606.1



FLORIDA DEPARTMENT OF STATE
Division of Corporations

March 16, 2006

RANDY K. STERNS, ESQUIRE
BUSH ROSS, P.A.
P.O. BOX 3913
TAMPA, FL 33601-3913

SUBJECT: HOME LOANS MADE EASY
Ref. Number: W06000012908

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

The term "HOME LOANS" is commonly used and must be disclaimed as a whole.

You must disclaim the term(s) "HOME LOANS" 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: 206A00018169

BUSH | ROSS
ATTORNEYS AT LAW

220 South Franklin Street
Tampa, Florida 33602-5330
(813) 224-9255 [Phone]
(813) 223-9620 [Fax]
www.bushross.com

Mailing Address:
Post Office Box 3913
Tampa, Florida 33601-3913

RANDY K. STERNS
rsterns@bushross.com
(813) 204-6401 [Direct Line]

March 23, 2006

Division of Corporations
Attn: Nanette Causseaux - Registration Section
P. O. Box 6327
Tallahassee, FL 32314

Re: Service Mark Application for HOME LOANS MADE EASY
Our File No.: 010284.1

Dear Ms. Causseaux:

I am enclosing a trademark application that we originally sent to you on or about March 13, 2006, and which has now been corrected in accordance with the instructions in your letter dated March 16, 2006 (attached). We have previously provided your office with three original specimens and our firm's check in the amount of \$87.50 to cover the filing fee.

If you have any questions or need additional information, I can be reached at (813) 204-6458.

Sincerely,



Randy K. Sterns

RKS/sld
Enclosures
376606.2

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:

RANDY K. STERNS, ESQ.

BUSH ROSS, P.A.

P. O. BOX 3913

TAMPA, FL 33601-3913

(813) 224-9255
Daytime Telephone number

PART I

1. (a) Applicant's name: SIMONS & LEONI HOME LOANS, LLC

(b) Applicant's business address: 307 South Willow Avenue, Suite 100

Tampa, Florida 33606

City/State/Zip

If different, Applicant's mailing address:

City/State/Zip

(c) Applicant's telephone number: (813) 258-6767

☐ Individual

☐ Corporation

☐ Joint Venture

☒ Other: LLC

☐ General Partnership

☐ Limited Partnership

☐ Union

If other than an individual,

(1) Florida registration/document number: L03000036966 (2) Domicile State: Florida

(3) Federal Employer Identification Number: 900107515

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.)

Financial services, namely mortgage and loan origination, residential and commercial mortgage loans, home equity loans, mortgage brokerage, retail mortgage services and brokering sales of mortgage loans to secondary mortgage lenders.

(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.)

Flyers, brochures, advertisements, signage, website, presentations to builders and real estate professionals.

(Continued)

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

36

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: November 15, 2005 (b) Date first used in Florida: November 15, 2005

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.)

HOME LOANS MADE EASY

English Translation _____

2. DISCLAIMER (if applicable)

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM ' _____
the term "HOME LOANS" " APART FROM THE MARK AS SHOWN.

I, Douglas Leoni, 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

SIMONS & LEONI HOME LOANS, LLC

Typed or printed name of applicant



, Managing Member

Applicant's signature
(List name and title)

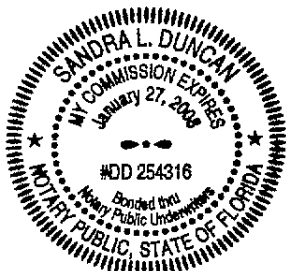
STATE OF FLORIDA

COUNTY OF HILLSBOROUGH

On this 13th day of March, 2006, Douglas Leoni
appeared before me,

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

(Seal)



Notary Public Signature

SANDRA L. DUNCAN

Notary's Printed Name

My Commission Expires: 1/27/2008

FEE: \$87.50 per class

FILED
06 MAR 30 PM 2:31
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

Home Loans *Made Easy*

*Experience • Commitment
Accountability • Integrity*



(813) 258-6767

307 South Willow Ave, Tampa, FL 33606-2157
(Corner of Platt St. and Willow Ave.)