

T0700000/052

(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

☐ PICK-UP

☐ WAIT

☐ MAIL

(Business Entity Name)

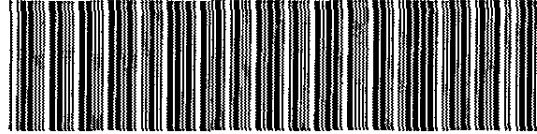
(Document Number)

Certified Copies _____ Certificates of Status _____

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(35)
749/6260

Office Use Only



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T07-1052

07/13/07--01016--024 **87.50

⑦

W07-33619

NO
Spec.

FILED
07 AUG -2 PM 1:20
SECRETARY OF STATE
TALLAHASSEE FLORIDA

COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: Where Tampa Bay Gets Engaged
(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:

Marvin K. Shavlan
(Name of Person)

Bond Jewelers
(Firm/Company)

333 3rd Ave. No. Suite 500
(Address)

St. Petersburg, FL 33701
(City/State and Zip Code)

For further information concerning this matter, please call:

Marvin K. Shavlan at (727) 821-2581 x 305
(Name of Person) (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

(NOTE: The information contained in this cover letter will be included in the permanent record and will be available to the general public.)



FLORIDA DEPARTMENT OF STATE
Division of Corporations

July 16, 2007

MARVIN K. SHAVLAN
BOND JEWELERS
333 3RD AVENUE, NORTH, SUITE 500
ST. PETERSBURG, FL 33701

SUBJECT: WHERE TAMPA BAY GETS ENGAGED
Ref. Number: W07000033619

We have received your document for WHERE TAMPA BAY GETS ENGAGED 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) (35) would appear applicable to your specific mark. Please delete the class(es) you have on line 2 (d) and insert the pertinent class(es) (35).

Although we received your application and check(s), no specimens were included. Section 495.031(5), F.S., requires every trademark and/or service mark application to be accompanied by three specimens (or examples). Please submit three specimens for each class of registration. (NOTE: Letterhead, stationery, envelopes, invoices and mailing labels are not accepted.)

We need three permanent specimens, **which may be the same or different.** TYPED or HANDWRITTEN MATERIALS ARE NOT ACCEPTABLE. We do not accept specimens which have been ALTERED or DEFACED. ANY SIZE SPECIMENS ARE ACCEPTABLE. If your mark falls under the classification of a trademark (classes 1-34), we need the labels, tags, decals, containers, boxes, wrappers or 3 LEGIBLE photographs of the goods or products with the specimen affixed. IF YOUR MARK FALLS UNDER THE CLASSIFICATION OF A SERVICE MARK (CLASSES 35-45), WE NEED SPECIMENS FROM WHICH WE CAN DETERMINE THE SERVICE(S) BEING RENDERED. We will accept magazine and-or newspaper advertisements, brochures or business cards. If business cards are submitted, we must be able to determine the services being rendered. If your mark falls under the classification of both a trade and service mark, we need specimens for both. WE WILL NOT ACCEPT LETTERHEAD STATIONERY, ENVELOPES OR INVOICES AS SPECIMENS.

Please attach your specimens to a copy of this letter or to your corrected application, if it was returned to you for correction(s), and return it/them to this office for processing.

Pursuant to s. 495.035(5), F.S., this application will be considered abandoned if the applicant fails to reply or resubmit the corrected/amended application within

BOND JEWELERS

7/24/07

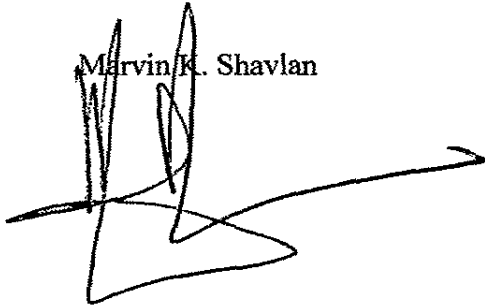
Division of Corporations
P.O. Box 6327
Tallahassee, FL 32314
Att: Nanette Causseaux

Dear Nanette,

As per your letter of 7/16/07 please find enclosed our revised service mark application for "Where Tampa Bay Gets Engaged". If you have any further questions or concerns please don't hesitate to call me at 727-821-2581 X305.

Sincerely,

Marvin K. Shavlan

A handwritten signature in black ink, appearing to be "Marvin K. Shavlan", with a long horizontal flourish extending to the right.

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

PART I

1. (a) Applicant's name: Bond & Company Jewelers, Inc.

(b) Applicant's business address: 333 3rd Ave. N., Suite 500

St. Petersburg, FL 33701

City/State/Zip

If different, Applicant's mailing address: _____

City/State/Zip

(c) Applicant's telephone number: (727) 821-2581 x305

☐ Individual ☒ Corporation ☐ Joint Venture ☐ Limited Liability Company
☐ General Partnership ☐ Limited Partnership ☐ Union ☐ Other: _____

If other than an individual,

(1) Florida registration/document number: 242202 ✓ (2) Domicile State: Florida

(3) Federal Employer Identification Number: 59-0936401

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.)

Retail jewelry store services and design services in the field
of jewelry.

(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 specific way the mark is applied to the good(s) or used in advertising: (i.e., labels, decals, newspaper advertisements, brochures, etc.)

Radio, television and other advertising media, store signage,
newspaper advertisements, brochures, flyers and other promotional
material

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

Class 4 & 35 *ML*

(Continued)

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 13, 2007 (b) Date first used in Florida: July 13, 2007

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.)

Where Tampa Bay Gets Engaged

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SECRETARY OF STATE
TALLAHASSEE FLORIDA

English Translation _____

2. DISCLAIMER (if applicable)

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

I, Marvin K. Shavlan, 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 to the best of my knowledge no other person except a related company has registered this mark in this state or has the right to use such mark in Florida either in the identical form thereof or in such near resemblance as to be likely, when applied to the goods or services of such other person to cause confusion, to cause mistake or to deceive. 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.

Marvin K. Shavlan, President
Typed or printed name of applicant

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

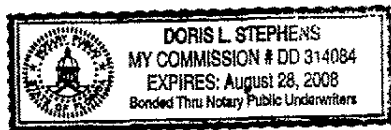
STATE OF Florida

COUNTY OF Pinellas

On this 11th day of July, 2007, Marvin K. Shavlan personally appeared before me,

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

(Seal)



Doris L. Stephens
Notary Public Signature

DORIS L. STEPHENS
Notary's Printed Name

My Commission Expires: 8/28/08

FILING FEE: \$87.50 per class



RADIO COPY

BJI-0626

Client: BOND JEWELERS

LENGTH:	:60	TITLE:	July Radio- Tampa	AE Check
DATE:	06/27/07	REF JOB #:	BJI-0597	Co-Op:
TALENT:	Jeff Berlin	WC:	156	Legal:
MARKET:	Tampa	COPY & EXT:	Zev/Art 6230/Todd 4480	Timing:
AIR DATE:	07/11/07	CODE:		Locator:
ISCI CODE:		COMP. DATE:	6/29/07	Punct:
AE & EXT:	Aharon 1260	ROTATION:	40% Tampa	Phone #:

Production Notes: REF BJI-0597 FOR OPENING OF SPOT.

AUDIO

(MUSIC: 'PALLADIO' IN AND UNDER)

[SFX: VAULT CLOSSES] THERE'S A HUGE VAULT...BUT IT'S NOT A BANK.

THERE'S A FIREPLACE AND A PLASMA TV, BUT IT'S NOT A HOTEL.

THERE'S EXTRAORDINARY ART- BUT IT'S NOT A MUSEUM.

WELCOME TO THE LUXURIOUS WORLD OF **BOND DIAMONDS**.

WALK THROUGH OUR DOORS AND FIND YOURSELF SURROUNDED BY A VAST SELECTION OF CERTIFIED DIAMOND SOLITAIRES IN EVERY SHAPE, SIZE, AND PRICE RANGE ALONG WITH THE LATEST COLLECTIONS OF THE WORLD'S TOP JEWELRY DESIGNERS.

DIAMOND ENGAGEMENT RINGS FROM THE LOVE INSPIRED WORKS OF SIMON G. AND VERRAGIO.

TREND SETTING FASHION BY PANDORA. SOUTH SEAS PEARL CREATIONS FROM YVEL AND THE EXOTIC JEWELRY OF JOHN HARDY.

DISCOVER ALL THIS AND MORE AT THE NEW 5000 SQUARE FOOT **BOND DIAMONDS** SHOWROOM OPPOSITE TYRONE SQUARE MALL AT 66TH STREET AND TYRONE BOULEVARD IN ST. PETERSBURG.

OR SHOP OUR BOND JEWELERS STORES IN MOST MAJOR MALLS

THE NAME IS BOND. BOND JEWELERS AND **BOND DIAMONDS**.

WHERE TAMPA BAY GETS ENGAGED.