

T08000000892

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(Address)

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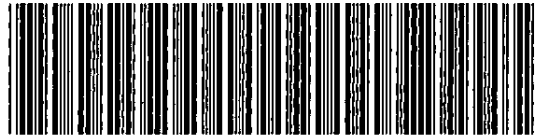
(Business Entity Name)

(Document Number)

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SECRETARY OF STATE
FLORIDA

N. CAUSSEAU

AUG 5 2008

EXAMINEE

COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: 4 IN YOUR CORNER

(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:

Lori S. Meddings

(Name of Person)

Michael Best & Friedrich LLP

(Firm/Company)

100 East Wisconsin Avenue, Suite 3300

(Address)

Milwaukee, WI 53202

(City/State and Zip Code)

For further information concerning this matter, please call:

Lori Meddings

(Name of Person)

at (414) 271-6560

(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.)

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. OWNER/APPLICANT: Enter the name and address of the individual or the business entity to be listed as owner of the Trademark and/or Service Mark on the records of the Florida Department of State.

(a) Owner's/Applicant's name: Journal Broadcast Group, Inc.

(b) Owner's/Applicant's business address: 720 E. Capitol Drive

Milwaukee, WI 53212

City/State/Zip

If different, Owner's/Applicant's mailing address: _____

City/State/Zip

(c) Owner's/Applicant's telephone number: (414) 332-9611

Check the appropriate box to indicate the Owner/Applicant is a(n):

☐ Individual

☒ Corporation

☐ Joint Venture

☐ Limited Liability Company

☐ General Partnership

☐ Limited Partnership

☐ Union

☐ Other

If the Owner/Applicant is a business entity, the business entity must have an active filing or registration on file with the Florida Department of State. If the Owner/Applicant is not an individual, enter the business entity's Florida registration/document number in #1, the state or country under the laws of which the business entity is currently formed, organized or incorporated under in #2, and the entity's federal employer identification number (EIN) in #3.

(1) Florida registration/document number: F05000005634 ✓

(2) Domicile State or Country: WI

(3) Federal Employer Identification Number: 391923370

2. (a) **SERVICE MARK:** If the owner/applicant is using the name, logo, design and/or slogan being registered in connection with a type of service, the mark is a service mark. If the mark is a service mark, the applicant/owner must list the specific service(s) the mark is being used in connection with. For example: furniture moving services, diaper services, house painting services, wholesale and retail sales of tractor equipment, etc. If the owner/applicant is using the mark to identify services available in the market place, enter the specific service(s) being rendered here:

(Note: List only those services currently being rendered by the owner/applicant. Do not include future services.)

providing news reports and articles via television broadcasts and the internet

2. (b) **TRADEMARK:** If the owner/applicant is using the name, logo, design and/or slogan being registered in connection with an actual product manufactured by the owner/applicant or on the owner/applicant's behalf, the mark is a trademark. If the mark is a trademark, the applicant/owner must list the specific product(s) the name, logo, design and/or slogan is being used to identify. For example: ladies sportswear, cat food, barbecue grills, shoe laces, etc. If the owner/applicant is using the name, logo, design and/or slogan to identify goods available in the market place, enter the specific product(s) the name, logo, design and/or slogan is being used to identify:

(Note: List only those product(s) currently available. Do not include future products.)

2. (c) **HOW IS THE NAME, LOGO, DESIGN AND/OR SLOGAN CURRENTLY USED:**

SERVICE MARKS: If the name, logo, design and/or slogan are/is being used in connection with a type of service, you must specify the form(s)/mean(s) of advertisement the applicant/owner is using to advertise the services to the general public. For example: newspaper advertisements, business cards, brochures, flyers, pamphlets, menus, etc. If the mark is being used in connection with a type of service, state how the name, logo, design and/or slogan are/is being used in advertising here:

mark is used in television broadcasts and on the television station's web site

TRADEMARKS: If the name, logo, design and/or slogan are/is being used to identify a product manufactured by or for the applicant/owner, you must specify how the mark is applied or affixed to the actual product or its packaging. For example: a tag, label, imprinted or engraved on the actual product, etc. If the mark is being used in connection with a specific product, state how the name, logo, design and/or slogan is applied or affixed to the actual product(s) or the packaging:

2. (d) **FEE(S) AND CLASS(ES):** There are a total of 45 classes or categories in which all products or services must be categorized. The fee to register a mark is \$87.50 per class. Make check payable to Florida Department of State.

List the class(es) which apply to the product(s) and/or service(s) listed in 2(a) and/or 2(b) above:

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PART II

1. You must state the date the name, logo, design and/or slogan was first used in the state of Florida, and, if it was used in another state or country, the date you first used the name, logo, design and/or slogan in the other state or country. Enter the month, day, and year the name, logo, design and/or slogan was first used by the applicant/owner, the predecessor, or a related company in Florida. If the name, logo, design and/or slogan has been used in another state or country, then you must also enter the month, day, and year the name, logo, design and/or slogan was/were used in another state or country, when applicable.

Note: The Florida Statutes require a mark to be in use prior to registration.

(a) Date first used in other state or country, if applicable: _____

(b) Date first used in Florida: 4/7/2006

PART III

ENTER NAME, LOGO, DESIGN AND/OR SLOGAN BEING REGISTERED:

1. Enter the name, a brief description of the logo or design, and/or the slogan you are registering. The description of the logo and/or design must be 25 words or less. List the exact name, slogan, and/or description of the logo/design here: (NOTE: The name, logo, design and/or slogan listed in this section must match the exact name, logo, design and/or slogan listed on your specimens or examples.)

the words 4 IN YOUR CORNER with the number 4 being in a red circle

Provide the English translation of any and all terms listed #1 above, when applicable: _____

2. DISCLAIMER STATEMENT (if applicable):

Your mark may include a word or design that is commonly used by others. Commonly used terms or designs must be disclaimed. When you disclaim a specific term or design, you are acknowledging this term is commonly used by others and that you do not claim the exclusive right to use the disclaimed term or design. All geographical terms and representations of cities, states or countries must be disclaimed (i.e., Miami, Orlando, Florida, the design of the state of Florida, the design of the United States of America, etc.). Corporate suffixes and terms readily associated with the specific product(s) and/or(s) service being provided must also be disclaimed.

Enter all terms listed in #1 above which require a disclaimer in the space provided below:

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM(S)" _____
" APART FROM THE MARK AS SHOWN.

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SECRETARY OF STATE
MILWAUKEE, WISCONSIN

3. ATTACH OR INCLUDE THREE SPECIMENS OR EXAMPLES OF THE TRADEMARK OR SERVICE MARK BEING REGISTERED

Chapter 495, F.S., requires you to submit three specimens (samples or examples) of the mark in use. You must submit three specimens FOR EACH CLASS listed in Part 1 #2(d). The name, logo, design and/or slogan on the specimens must be identical to the name, logo, design and/or slogan being registered. You may provide three identical specimens or three different specimens. For each service mark class (classes 35-45), you may provide three newspaper advertisements, business cards, brochures, flyers, or any combination thereof. For each trademark class (classes 1-34), you may provide three tags, labels, boxes, etc. or any combination thereof. Photographs of bulky specimens are acceptable if the mark being registered and the good(s) or product(s) are clearly legible.

SIGNATURE OF APPLICANT/OWNER AND NOTARIZATION:

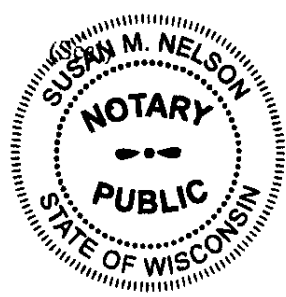
I, James A. Thomas, being sworn, depose and say that I am the owner and the applicant herein, or that I am authorized to sign on behalf of the owner and applicant herein, and to the best of my knowledge no other person except a related company has registered this mark in this state or has the right to 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.

Journal Broadcast Group, Inc.
Typed or printed name of applicant
James A. Thomas
Applicant's signature
(List name and title) James A. Thomas, Vice President of Marketing,
Programming and New Media Development

STATE OF Wisconsin
COUNTY OF Milwaukee

On this 21 day of July, 2008, James A. Thomas personally appeared before me,

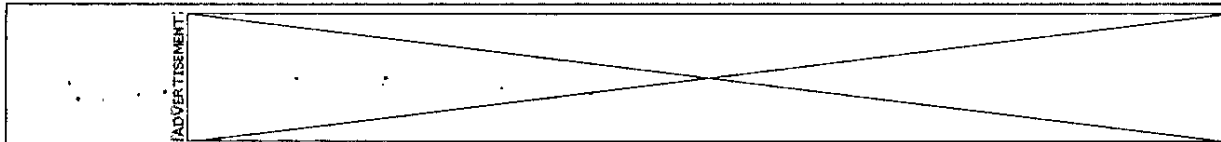
☒ who is personally known to me ☐ whose identity I proved on the basis of _____



Susan M. Nelson
Notary Public Signature
Susan M. Nelson
Notary's Printed Name

My Commission Expires: May 17, 2009

FILING FEE: \$87.50 per class



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RIGHT NOW TODAY

HOME/NEWS WEATHER FOX 4 INVESTIGATES FOX 4 RISING VIEWERS' VOICE MORNING BLEND ABOUT US PROGRAMMING CONTESTS COMMUNITY CLASSIFIEDS LIFESTYLE

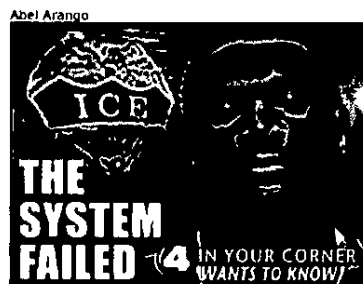
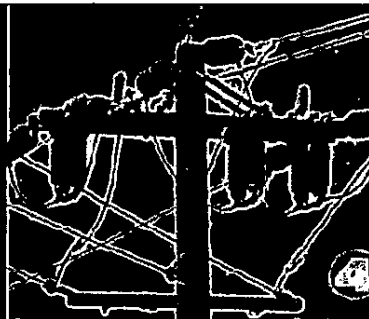
4 In Your Corner

LCEC Customers Will See 3.4 Percent Cost Increase

If you're one of thousands of Southwest Floridians that depends on the Lee County Electric Cooperative for electricity, be prepared to see higher utility bills.

MORE

1 2 3 4 5 II



ICE bombshell: thousands of alien Cuban criminals are still here

Fox 4 viewers demanded answers from ICE, and now you have them: in its entire history, ICE has succeeded in deporting just 263 Cuban criminals. More than 20,000 are still here. Click here to see Fox4's complete investigation.

4 TOP STORY HEADLINES

- ▶ City Councilman Wants Crist to Investigate Broken System
- ▶ Widman's Widow Says "The System Is Broken"
- ▶ ICE & Lee County Sheriff's Office
- ▶ ICE question of the day for Wednesday, July 30
- ▶ ICE question of the day for Tuesday, July 29

4 FEATURED VIDEO

- ▶ LCSO Addresses Arango's Stay In Lee County Jail
- ▶ Fort Myers City Councilman Calls For Arango Investigation
- ▶ Susanna Widman Speaks: "The System Is Broken"
- ▶ Select Deputies Use Immigration Law In Collier
- ▶ ICE Answers: Fox 4 Asks Local Leaders What They Think
- ▶ Fox 4 Talks to Your Lawmakers: How Can We Fix Our System?
- ▶ Fox 4 Talks To A Viewer: What Should ICE Do?
- ▶ Fox4 Wants To Know: Why Did ICE Set Arango Free?
- ▶ The System Failed Us: Fox4 Wants To Know How It Can Be Fixed

Skywarn 4 Webcast July 31, 2008 9AM

4 DAY WEATHER FORECAST

9AM	Noon	5PM
10% High 91°	20% High 91°	40% High 91°
83°	89°	86°

Sabrina Felm MITCHELLOLOGIST

FOX 4 NEWS VIDEO

00:00 | 00:00

EMAIL VIDEO HELP

FOX 4 HEALTH NOW

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Nominate a Kid

Do The Right Thing

The Greater Naples Chamber of Commerce

Spotlight Food Health More Lifestyle

Have fun with summer reading Websites for back to school Quality time in the car.

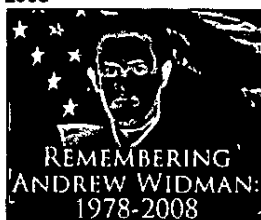
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FOX 4 Get Ready to go Digital Click here to learn the facts on DTV.

FMPD Officer Killed In The Line Of Duty
Remembering Officer Andrew Widman: 1978-2008



Officer Andrew Widman was shot and killed on Friday, July 18th while on duty in downtown Fort Myers. Southwest Florida continues to mourn the loss of a man called "Rev," by his peers. Fox4now.com has our complete

coverage of Officer Widman's life, death and plans to help his family. Click here to see a page containing all of FOX4's coverage.

Smile Lift Breakthrough Procedure

Remove those Wrinkles!

Click Here!

Bill Branch CHEVROLET

FOX ON DEMAND

WATCH IT NOW!

Links We Mentioned

7 DAY FORECAST

LOCAL CONDITIONS

Blogs