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N. CAUSSEAUX

NOV 2 4 2008

EXAMINER

COVER LETTER

Division of Corporations	November 17, 2008	
SUBJECT: CROWN		+
	(Mark to be registered)	
The enclosed Trademark/Service Mark Application	•	
Please return all correspondence concerning this m	latter to the following:	
C. Douglas McDonald (Name of Person)		
Carlton Fields, P.A Attn: IP Dept. (Firm/Company)		
P.O. Box 3239 (Address)		
Tampa, FL 33601-3239 (City/State and Zip Code)		
For further information concerning this matter, plea	ase call:	
C. Douglas McDonald	at (_ 813) 223-7000	
(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	
<i>,</i>	Tellehagua El 22201	

(\underline{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 is the owner of the Trademark and/or Service Mark on the records of the Florida Department of State.
(a) Owner's/Applicant's name: Crown Automotive Management, Inc.
(b) Owner's/Applicant's business address: 6001 34th Street N.
St. Petersburg, FL 33714 City/State/Zip
If different, Owner's/Applicant's mailing address:
City/State/Zip
(c) Owner's/Applicant's telephone number: (_727_) 329-3025
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 <u>not</u> 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: P03000151342
(2) Domicile State or Country: Florida
(3) Federal Employer Identification Number: 200572871
2. (a) <u>SERVICE MARK</u> : 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.)
See Attached List

Trademark Services

Class 35 – automotive dealership services; retail store services featuring tires, oil, petroleum products, lubricants and vehicle parts and accessories

Class 36 – financial services, namely, providing financial services for the purchase of new and used vehicles

Class 37 – automotive maintenance and repair

Class 39 – distribution services, namely distribution and delivery of automotive parts



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:
Signs, print ads, radio and television advertising
TRADEMARKS: If the name, logo, design and/or slogan are/is being used to identify a product manufactured by or fore 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) <u>FEE(S) AND CLASS(ES)</u> : 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. <u>List the class(es) which apply to the product(s) and/or service(s) listed in 2(a) and/or 2(b) above:</u> Class 35, Class 36, Class 37 and Class 39
Olass 50, Olass 51 and Olass 53

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: December 31, 1969
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.)
CROWN
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.

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. <u>You must submit three specimens FOR EACH CLASS listed in Part I #2(d)</u>. The name, logo, design and/or slogan on the <u>specimens must be identical to the name, logo, design and/or slogan being registered</u>. <u>You may provide three identical specimens or three different specimens</u>. 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:

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.
Crown Automotive Management, Inc./Thomas J. Schmidt,
Typed or printed name of applicant C.F. 9 8
Applicant's signature (List name and title)
STATE OF Florida
COUNTY OF PINELAS
On this day of _November, _2008 , _Thomas J. Schmidt personally appeared before me,
who is personally known to me whose identity I proved on the basis of
(Seal) ARBETHA S. KRZESICKI MY COMMISSION # DD567710 EXPIRES: June 25, 2010 (407) 598-0153 Floride Notary Service.com Notary Public Signature ARBETHA S. KRZESICKI Notary Public Signature Notary's Printed Name

FILING FEE: \$87.50 per class

My Commission Expires: JUNE

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Automobile Dealers-New Cars

listings are continued from: preceding page 🎘 🗀



BMW AUTHORIZED Sales . Service . Parts

"The Ultimate Driving Machine"

"AUTHORIZED DEALERS"

PALM HARBOR FERMAN BMW
31480 US Hwy 19 N Palm

TAMPA
REEVES IMPORT MOTORCARS 109 Fowler Ave Tampa 813 936-5500

BOB WILSON DODGE INC

Seniora Discount 11945 N Florida Ave Tampa 813 933-6343

BUICK SALES



www.buick.com

"AUTHORIZED DEALERS"

ST PETERSBURG
CROWN BUICK PONTIAC GMC
5237 34th St N... 527-7151

CLEARWATER DICK NORRIS BUICK PONTIAC 19320 US Hwy 19 N

..... 536-1967

CADILLAC SALES



www.cadillac.com i tell balan.

"AUTHORIZED DEALERS"

ST PETERSBURG **DEW CADILLAC & HUMMER** www.dewcadillac.com .P. = 3333 Gandy Blvd. . . 822-2019

CLEARFATER
DIMMITT CADILLAC/LAND

25191 US Hwy 19 N Clearwater 797-7070

TAMPA
ED MORSE CADILLAC

... (CONTINUED NEXT PAGE)

Save time. Save money. Shop by phone



Locally Owned and family operated for over 30 years.

PONTIAC GMC

(727) 527-7151 5237 34TH ST. N. (U.S. 19) ST. PETERSBURG 💉 RETAIL PARTS (727) 525-7549

MITSUBISHI CARRA TRUCKS

··· (727) 525-4990

5326 34TH ST. N. (U.S. 19)

HYUNDAI 🕏 SUZUKI

(727) 527-7151 5301 347H ST. N. (U.S. 19) - - - 4 ST. PETERSBURG

ACURA **(727)**

507-8866

18911 U.S. HWY. 19 N. CLEARWATER

The same **JAGUAR**

(727) 527-5731

6001 34TH ST. N.



526-3738 ...

6001 34TH ST. N.

NISSAN CARS & TRUCKS gara Segran

(727) 527-8411 5151 34TH ST. N. (U.S. 10) ST. PETERSBURG RETAIL PARTS (727) 527-5805

HONDA

'(727)''~ 521-4000

PARTS (727)525-7280

(727) 324-1800 . 18940 U.Š. HWY. 19 N.



525-5785

5500 34TH ST. N.

SALES • SERVICE • PARTS • COLLISION CENTER LARGE SELECTION OF QUALITY PRE-OWNED VEHICLES





CHRYSLER

FIVE STAR DEALER

YOUR FULL SERVICE DEALER"

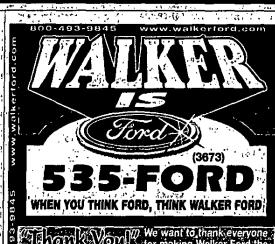
NEW • USED • BODY SHOP PARTS - SERVICE

Jeep:

WRANGLER - LIBERTY **GRAND CHEROKEE**

TOWN & COUNTRY . SEBRING (CONVERTIBLE, COUPE & SEDAN) 300C • COMPLETE LINE OF 300 SERIES . P.T.-CRUISER , PACIFICÀ - CRÓSSFIRE

s@suncoastcj.com



We want to thank everyone to making Walker Ford the strong walker Ford w

* PLYVICE:

FAMILY OWNED AND OPERATED SINCE 1957.

SALES HOURS MON-FRI SATURDAY

6:30AM-9PM 8:30AM-6PM 11AM-6PM SUNDAY SERVICE DEPT. HOURS MON-FRIDAY 7AM-7PM 8AM-5PM



17556 U.S. HWY 19 NORTH - CLEARWATER

800-493-9845

Class 35



FINANCING **VAILABLE**



Per Month* Plus Tax MDL#CU2669JW, \$4,162 due at inception.



Per Month Per Mon Plus Tax MDL# UA6628JW, \$3,863 due at inception.

ALL NEW 2009 ACURA



MDL# UA8629JW, \$4,904 95 due at inception



Per Month' For Plus Tax

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Automobile Dealers-New Cars

listings are continued from preceding page '



BMW AUTHORIZED Sales . Service . Parts .

The Ultimate Driving Machine"

"AUTHORIZED DEALERS"

PALM HARBOR FERMAN BMW 31480 US Hwy 19 N Palm

TAMPA
REEVES IMPORT MOTORCARS 109 Fowler Ave Tampa 813 936-5500

BOB WILSON DODGE INC

Seniors Discount 11945 N Florida Ave Tampa 813,933-6343

BUICK SALES

. . . . 5



www.buick.com

"AUTHORIZED DEALERS"

ST PETERSBURG CROWN BUICK PONTIAC GMC 5237 34th St N. . . . 527-7151

CLEARWATER DICK NORRIS BUICK PONTIAC 19320 US Hwy 19 N

..... 536-1967

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ED MORSE CADILLAC
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.(CONTINUED NEXT PAGE)

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35 (**727**)

525-4990

5326 34TH ST. N. (U.S.19)

HYUNDAI \$ SUZUKI

(727) 527-7151 5301 34TH ST. N.

(U.S.'19) ST. PETERSBURG

ACURA (727)

507-8866

18911 U.S. HWY, 19 N,



(727) 527-5731

6001 34TH ST. N.



(727)526-3738

. B001 34TH ST. N.

NISSAN **CARS & TRUCKS**

(727) 527-8411

5151 34TH ST. N. (U.S. 19) Y ST. PETERSBURG RETAIL PARTS (727) 527-5805

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`(727) · · 521-4000

7671 U.S. HWY. 19 N PINELLAS PARK PARTS (727)525-7280



(727) 324-1800

18940 U.S. HWY, 19 N. CLEARWATER -



525-5785

5500 34TH ST. N.

SALES • SERVICE • PARTS • COLLISION LARGE SELECTION OF QUALITY PRE-OWNED VEHICLES





Your full service dealer"

NEW • USED • BODY SHOP PARTS • SERVICE

Jeep

WRANGLER - LIBERTY **GRAND** CHEROKEE

CHRYSLER

TOWN & COUNTRY . SEBRING (CONVERTIBLE, COUPE & SEDAN) 300C • COMPLETE LINE OF 300 SERIES • P.T. CRUISER PACIFICA - CROSSFIRE

"sales@suncoastcj.com

8755 PARK BLVD. N AT . STARKEY RD. SEMINOLE



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Ekonk You! formating water food the curvature for the contraction of the contraction of the curvature for the curvature

\$ CATALTEC

FAMILY OWNED AND OPERATED SINCE 1957

SALES HOURS MON-FRI 8:30AM-9PM SATURDAY: 11AM-6PM SUNDAY

AWARD SOURCE SERVICE DEPT. HOURS MON-FRI SATURDAY 7AM-7PM 8AM-5PM

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Class 37













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75 morth less with 2,999 due it mostom plus tax and tay. No security depost required With approved credit (15 morth lesses, 12,990 each or traite query due at mostom plus tax and tay. No security depost required With approved credit for all lesses, schackinges may apply at lesse termination. 10 9% and financing for 24 to 36 morths with approved credit. 2 9%, APA financing to 24 to 36 morths with approved credit. - Bead on 2019 PPA militage estimates, reflecting new EPA metrods. For comparation purposes only 10 and compare to models before 2008. Actacl mileage will vary.



AMERICA'S BEST WARRANTY 10-YR/190,000-MIL POWERTRAIN PROTECTION 5-YR/60,000-Mr. BUMPER-TO-BUMPER COMERAGE 5-YR/UNLIMITED MI. 24-HR ROADSIDE ASSISTANCE

2009 Hyundai SONATA GLS



A/C. ARS, with Flectronic Stability Control Entry, Alarm, Side Curtain Airbags

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Air Conditioning, Advanced Dual Front Airbags Rear Spoiler

CROWN PRICE · \$10.103

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Automatic, A/C, PW/PL, Remote Keyless Entry, Alarm, Cruise, AM/FM/CD/XM Satellite Radio

St 517.794 CROWN PRICE 51,396 CROWN PRICE 42,898 \$1,396 \$1,298

2008 Hyundai SANTA FE GLS



A/C. Front and Side Curtain Airbags, Rear S

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Class

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