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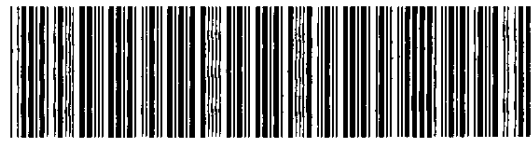
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W09-13598

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SECRETARY OF STATE
TALLAHASSEE, FLORIDA

N. CAUSSEAU

APR 2 2009

EXAMINER

COVER LETTER

769-327

TO: Registration Section
Division of Corporations

SUBJECT: Best of SRQ Local

(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:

Wes Roberts

(Name of Person)

Trafalger Communications, Inc.

(Firm/Company)

331 S Pineapple Ave.

(Address)

Sarasota, FL 34236

(City/State and Zip Code)

For further information concerning this matter, please call:

Wes Roberts

(Name of Person)

at (941) 365-7702

(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

March 23, 2009

WES ROBERTS
TRAFALGER COMMUNICATIONS, INC.
331 S. PINEAPPLE AVENUE
SARASOTA, FL 34236

SUBJECT: BEST OF SRQ LOCAL
Ref. Number: W09000013598

We have received your document for BEST OF SRQ LOCAL and your check(s) totaling \$87.50. However, the enclosed document has not been filed and is being returned for the following correction(s):

It appears that a business entity will be the owner of the mark. However, you have also listed the name of an individual in #1(a) of Part I. Please delete the name of the individual in this section.

Class(es) "41 & 16" would appear applicable to your specific mark. Please delete the class(es) you have on line 2 (d) and insert the pertinent class(es) "41 & 16".

There is a balance due of \$87.50.

Your mark contains word(s)/design(s) that must have a disclaimer. All geographical terms, such as cities, states, countries, and designs of same, must be disclaimed. Some commonly used words and corporate suffixes must also be disclaimed. You must disclaim the following term(s) by completing the disclaimer statement found in #2 of Part III of the application: "BEST OF"

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 three months from date of this letter.

If you have any questions concerning the filing of your document, please call (850) 245-6918.

Nanette Causseaux
Document Specialist Supervisor

Letter Number: 609A00009756

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

FILED
APR - 2 11 8 22
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

PART I

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

(a) Owner's/Applicant's name: Trafalger Communications, Inc.

(b) Owner's/Applicant's business address: 331 S Pineapple Ave

Sarasota, FL 34236

City/State/Zip

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

City/State/Zip

(c) Owner's/Applicant's telephone number: (941) 365-7702

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: P-97000082748

(2) Domicile State or Country: Sarasota

(3) Federal Employer Identification Number: 650785011

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.)

Reader Services/Community Survey Services

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.)

Used in conjunction with Publications (Newspaper/Magazine/Online Publishing) as well as

Merchandise and Event.

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:

Used extensively for marketing purposes; business cards, publisher media, advertising, online, events.

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:

Displayed on product and used for extensive marketing and promotional efforts.

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:

Class 16 and Class 41

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: Jan 18, 2009

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.)

Best of SRQ Local

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) "Best of
" 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. You must submit three specimens FOR EACH CLASS listed in Part 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, fliers, 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, Wes Roberts, 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.

Wes Roberts

Typed or printed name of applicant

[Signature]

Applicant's signature
(List name and title)

FILED
09 APR 22 AM 8:22
TALLAHASSEE, FLORIDA
SECRETARY OF STATE

STATE OF Florida

COUNTY OF Sarasota

On this 17th day of March, 2009, Wes Roberts personally appeared before me,

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

(Seal)

Debra A Clark Maradiaga
Notary Public Signature

DEBRA A CLARK MARADIAGA
Notary's Printed Name

My Commission Expires:



DEBRA A. CLARK MARADIAGA
MY COMMISSION # DD 584963
EXPIRES: September 28, 2010
Bonded Thru Budget Notary Services

FILING FEE: \$87.50 per class



DEBRA A. CLARK MARADIAGA
MY COMMISSION # DD 584963
EXPIRES: September 28, 2010
Bonded Thru Budget Notary Services

SRO: SARASOTA'S PREMIER MAGAZINE

**BEST
OVERALL
MAGAZINE**
Florida Magazine
Association 2008

SROTM

LOCALLY GROWN. LOCALLY OWNED.

MAGAZINE

BEST OF 2009 SRO LOCAL

THE BEST OF SRO LOCAL COMPETITION ISSUE

APRIL 2009

THE MAGAZINE SARASOTA LIVES BY

VOLUME 12, ISSUE 97

\$4.00 US / \$5.00 CANADA



OUR READERS VOTED
FOR THEIR BEST LOCAL
EXPERIENCES, PLACES
AND PEOPLE.

APRIL 2009
SRQMAG.COM

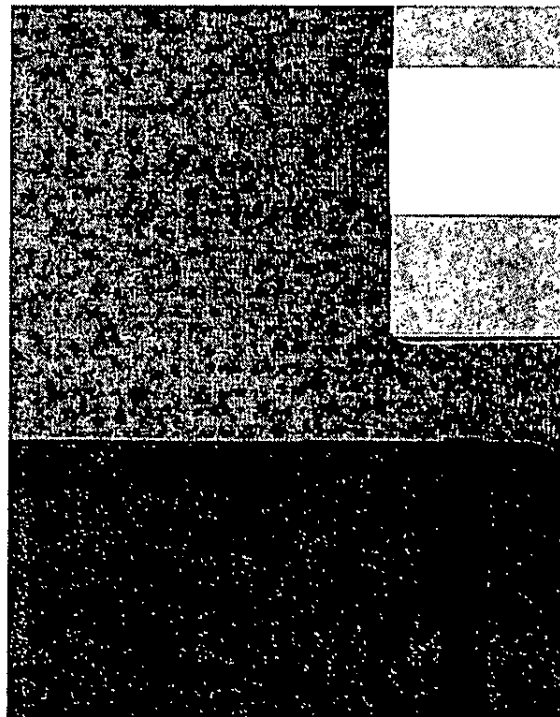
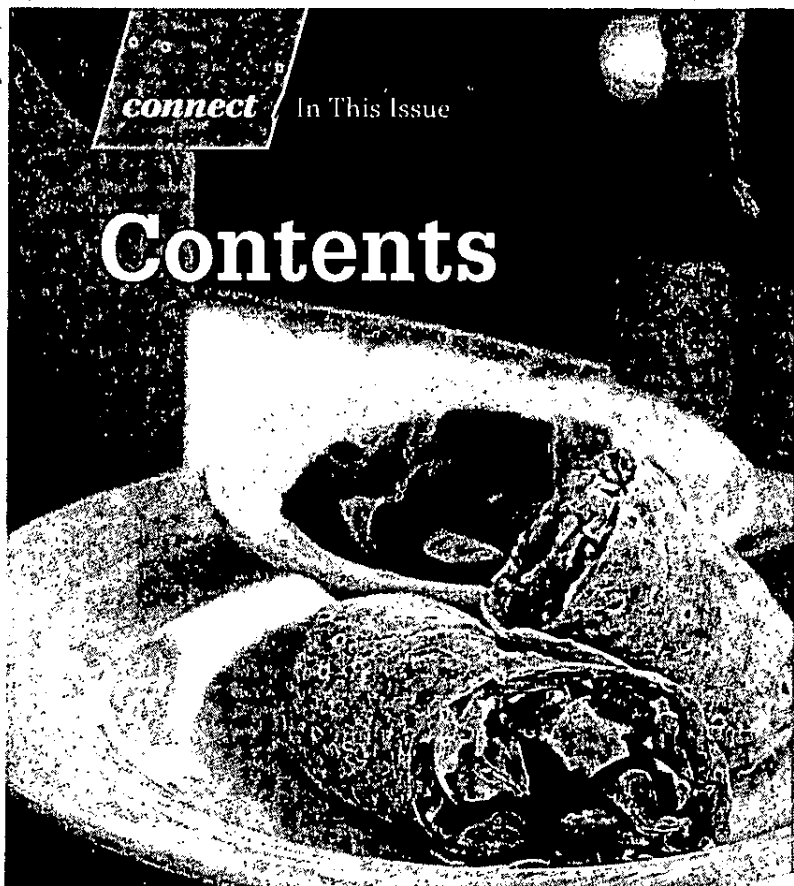


class 16

connect

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They pepper conversations about politics with laughs, help score each other tickets to out-of-state events and occasionally meet at Starbucks for a friendly cup of coffee. Few would watch the easy discourse between Rita Ferrandino and Joe Gruters and guess the two were heading up ruthlessly divided political factions in Sarasota County. On a January morning shortly before lunch, the two are tucked in the corner of a conference room on Pineapple Avenue in faux leather chairs about 18 inches apart. Ferrandino was just re-elected as queen Democrat. Joe Gruters was newly named chief Bull on Parade. But politics is not the only thing on the activists' minds, and the conversation moves from vacation arrangements to wedding plans. This parlay is more cordial than one might expect six weeks after the heated presidential campaign.

By Jacob Ogles / Photography by Herb Booth

BEST OF SRQ LOCAL

51 Best Of SRQ Local

Forget all the other lists and their votes for Carrabba's and Publix. Now more than ever, it's time to recognize our homegrown restaurants, boutiques and businesses and the experiences that are quintessentially Sarasota-Manatee. SRQ's first-ever Best

Of competition drew in 800+ verified ballots for the quirkiest of local spots and, yes, even the government officials who you said reign supreme. Here, it's all local—no chains allowed—and you share with us your spa experiences, the behind-the-scenes stories of your favorite local boutiques and why you're devoted to those decadent chocolate desserts. Reader stories edited by Lindsay Downey, Brian Hughes, Jacob Ogles and Sarah Walch

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Class 16

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**BEST OF
SRQ
LOCALS**

**You
voted,
now
we
share.**

**BEST
EMERGING
ARCHITECT:
MARK
SULTANA**

**BEST
CHOCOLATE
DESSERT:
LIBBY'S
CAFE+BAR**

"Best of SRQ Local" produced by SRQ Magazine. Reader stories edited by Lindsay Downey, Brian Hughes, Jacob Ogles and Sarah Walch. Photography by Cat Horton and Gene Pollux

class.41