

109000001334

(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

PICK-UP WAIT MAIL

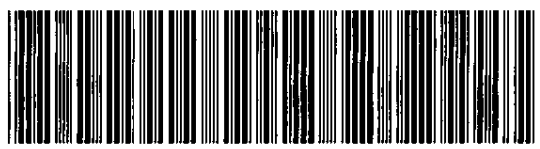
(Business Entity Name)

(Document Number)

Certified Copies _____ Certificates of Status _____

Special Instructions to Filing Officer:
789/747/6338/304/2927
41035/ 6260
Your specimens
state "Urban Explorers!"

Office Use Only



300163414373

109-1334

12/11/09--01043--022 **175.00

Urban Explorers

W09-54107

FILED
09 DEC 21 AM 10:00
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

N. CAUSSEAU

DEC 22 2009

EXAMINER

COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: Urban Explorer
(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:

Benjamin A. Eason
(Name of Person)

The Networked Planet, LLC
(Firm/Company)

576 W. DAVIS Blvd
(Address)

Tampa, FL 33606
(City/State and Zip Code)

For further information concerning this matter, please call:

Ben Eason at (813) 956-4198
(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

December 14, 2009

BENJAMIN A. EASON
THE NETWORKED PLANET, LLC
576 W. DAVIS BLVD.
TAMPA, FL 33606

SUBJECT: URBAN EXPLORER
Ref. Number: W09000054107

We have received your document for URBAN EXPLORER and your check(s) totaling \$175.00. However, the enclosed document has not been filed and is being returned for the following correction(s):

Class(es) "41 & 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) "41 & 35".

The specimens you have submitted are not acceptable. The name and/or design on your specimens are/is not identical to the name and/or design you have listed in Part III of the application. Please submit three specimens that are identical to the name and/or design you listed in Part III.

Your specimens state "URBAN EXPLORERS."

List only the mark to be registered in #1 of Part III. Please delete any informational statements, explanations, etc. you may have included.

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: 809A00038010

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
09 DEC 21 AM 10:00
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

PART I

1. OWNER/APPLICANT: Enter the name and address of the individual or the business entity to be registered 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: The Networked Planet, LLC

(b) Owner's/Applicant's business address: 576 W. DAVIS BLVD
Tampa, FL 33606
City/State/Zip

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

(c) Owner's/Applicant's telephone number: (813) 956-4198

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: L09000076064

(2) Domicile State or Country: Florida

(3) Federal Employer Identification Number: 27-0753426

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.)

Service Mark - Slogan being used in connection with publishing website of news and cultural information, including electronic delivery via e-newsletters, social media feeds, etc. Also used as part of advertising sales.

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:

Slogan is used to describe the audience reached by advertising service on website or e-newsletter. "TAMPA Planet's Urban Explorer Audience"

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:

Class 41 - Education / Cultural / Entertainment

Class 35 - Advertising

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: 11 / 2 / 09

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.)

"Urban Explorers"

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) "Urban"
_____ "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 I #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:

1. Benjamin A. Eason as Manager 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.

The Networked Planet, LLC
Typed or printed name of applicant

Ben A. Eason
Applicant's signature
(List name and title)

FILED
09 DEC 21 AM 10:00
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

STATE OF FL

COUNTY OF Hillsborough

On this 10 day of Dec., 2009, Benjamin Eason personally appeared before me,

who is personally known to me whose identity I proved on the basis of U2500616433A - F
DL FL.

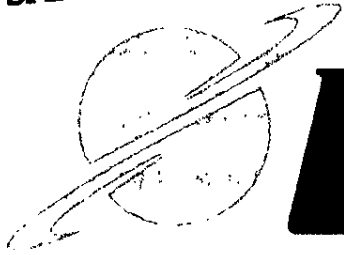


R. Shirley
Notary Public Signature
Ryan Shirley
Notary's Printed Name

My Commission Expires: 7/31/12

FILING FEE: \$87.50 per class

OFFICIAL SPECIMEN



The Networked
Planet
Art of Urban Exploration

The **Tampa Bay** region is unbelievably wired together through national online networks such as AOL, Google G-Mail, Facebook, Twitter and a wide assortment of online communities and tools. The Networked Planet, LLC is proud to present an array of content sites and digital advertising solutions that tap into this rich digital network within Tampa Bay.

We reach *Urban Explorers*™ within the Tampa Bay market by presenting great content about culture, news, politics and shopping along with local advertising. Our approach is to allow *Urban Explorers*™ to find us online by leading edge SEO about local content, direct marketing of the site, e-newsletter blasts and tapping into the social networks of our audience within Facebook and Twitter.

Our content sites are as follows:



The City Content Sites feature an array of locally produced content written by the Tampa Bay area's most recognizable writers and authorities. In addition, the site is designed to encourage well facilitated content from the community to round out news and information on the topics we cover. Our topic areas run from news to politics, to food, arts, theater, film and music. We're also sourcing information on a wide array of community information about specific areas such as participative sports, urban living, mind, body and spirit and stuff to do with kids.



The Daily Planet is a Monday-Friday free e-newsletter that features the news of the day alongside the Tampa Bay area's best calendar of events for the day. Our initial emails of 5,000 is quickly growing in popularity and we're hoping to save a few trees by electronic delivery of the same information you'd expect from your daily newspaper in the driveway only more fun, more comprehensive and more interesting.