





LEGAL DEPARTMENT

July 22, 2010

Florida Department of State  
Registration Section  
Division of Corporations  
P. O. Box 6327  
Tallahassee, Florida 32314

Re: **Healthcare with Humanity**

Dear Sir or Madam:

Enclosed please find the following:

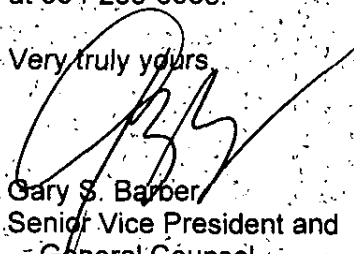
1. Application for the Registration of a Trademark or Service Mark for Healthcare with Humanity.
2. Our check for \$87.50 representing payment of the required fee.
3. Copies from a Florida Trend magazine article and a newsletter are submitted herein as specimens which illustrate actual use of the proposed mark.

We would appreciate your registering the name, Healthcare with Humanity, and forwarding the certificate to us.

As background, South Broward Hospital District d/b/a Memorial Healthcare System is an independent special tax district pursuant to the laws of the State of Florida, Ch. 24415, Laws of Fla. (1947), as amended, and as codified by Ch. 2004-397, Laws of Florida, represents the "Charter" of the Hospital District. In effect, the Hospital District is an independent special tax district which has the authority under its charter to own and operate public hospitals and health care facilities in the southern part of Broward County.

Should you require further information concerning this matter, please feel free to call my office at 954-265-5933.

Very truly yours,



Gary S. Barber  
Senior Vice President and  
General Counsel  
GSB/vat  
Enclosures

**COVER LETTER**

**TO:** Registration Section  
Division of Corporations

**SUBJECT:** Healthcare with Humanity  
(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:

Gary Barber, Senior Vice President and General Counsel  
(Name of Person)

South Broward Hospital District  
(Firm/Company)

3329 Johnson Street  
(Address)

Hollywood, Florida 33021  
(City/State and Zip Code)

For further information concerning this matter, please call:

Tracy Iglesias at ( 954 ) 265-5933  
(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.)

**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 the owner of the Trademark and/or Service Mark on the records of the Florida Department of State.

(a) Owner's/Applicant's name: South Broward Hospital District

(b) Owner's/Applicant's business address: 3329 Johnson Street

Hollywood, Florida 33021  
City/State/Zip

If different, Owner's/Applicant's mailing address: \_\_\_\_\_

\_\_\_\_\_  
City/State/Zip

(c) Owner's/Applicant's telephone number: ( 954 ) 265-5933

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: Special Taxing District

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: (see attached)

(2) Domicile State or Country: Florida

(3) Federal Employer Identification Number: 596014973

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.)

Hospital, Physician, Healthcare, Wellness, Rehabilitation, Home Healthcare,

Nursing Home and related 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.)

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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:

Advertisements, Brochures, Flyers, Web Posting

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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:

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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:

44 (Medical Services)

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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: August 1, 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.)

Healthcare with Humanity

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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)" Healthcare  
" 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:

I, Stuart Hopen, 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.

South Broward Hospital District  
Typed or printed name of applicant

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

FILED  
10 JUL 26 PM 1:55  
SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

STATE OF Florida

COUNTY OF Broward

On this 30 day of June, 2010, Stuart Hopen personally appeared before me,

who is personally known to me  whose identity I proved on the basis of \_\_\_\_\_

NOTARY PUBLIC-STATE OF FLORIDA  
Tracy Iglesias  
Commission # DD673559  
Expires: JUNE 28, 2011  
(Seal) BONDED THRU ATLANTIC BONDING CO., INC.

[Signature]  
Notary Public Signature  
Tracy Iglesias  
Notary's Printed Name

My Commission Expires: 6/28/16

FILING FEE: \$87.50 per class

**OFFICIAL SPECIMEN**
**Memorial Healthcare System // Hollywood, FL // mhs.net**


The unwavering commitment to excellence exhibited by Memorial's everyday heroes touches lives, lifts spirits and heals the human body.

## Healthcare with Humanity

"Putting patients first is vital to the culture of all great hospitals," says Memorial Healthcare System President and CEO Frank V. Sacco. "Our employees have enthusiastically embraced safety, quality and service as part of our patient- and family-centered care philosophy." Because of this, Memorial has earned many prestigious awards including: Consumer Choice Award, Best Run Hospital, Top 100 Hospitals, and was recently ranked third nationwide in quality care and patient satisfaction among healthcare systems.

These achievements are possible because Memorial, the fifth largest public healthcare system in the United States, recognizes the importance of nurturing the well-being of its more than 10,000 employees.

"Not only do we take care of patients, we have to take care of each other and provide a work environment that is rewarding and supportive," Sacco says. "We're a thriving healthcare system because

we empower the people who work here. Our success is driven by individual accountability and a shared mindset – to provide healthcare with humanity and compassion. And that includes creating an atmosphere of respect, collaboration and healthy work/life balance."

Employees at Memorial enjoy competitive compensation, comprehensive benefits, child care options, scheduling flexibility, recognition programs and such amenities as health and wellness programs, and a wide variety of social activities and community volunteer opportunities.

"At Memorial, we take pride in knowing that we are part of a family dedicated to supporting

one another in a culture that encourages employees to grow in their jobs and enhance their overall quality of life," Sacco says.

A sign of Memorial's success as an employer is employee longevity – many employees have been with the healthcare system for one, two, three and as many as four decades. In addition, some families have multiple family members and generations on the staff.

In a recent Memorial Healthcare System Employee Opinion Survey, which is conducted by a respected, independent research corporation, Memorial scored in the top 4 percent in the country. Compared with the national norms, Memorial Healthcare System ranked significantly higher in all 19 key areas, including job satisfaction, benefits and patient safety.

The results of Memorial's recent physician survey are also impressive. When compared with responses given by doctors at other hospitals around the nation, Memorial Healthcare System ranked in the top 3 percent in overall quality of care and as a place to practice medicine.

Says Sacco, "Our employees' and physicians' inspiring commitment and remarkable contributions are the foundation and the future of The Memorial Experience – an experience designed to deliver the highest-quality healthcare to all who are entrusted to our care."

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**"At Memorial, we take pride in knowing that we are part of a family dedicated to supporting one another in a culture that encourages employees to grow in their jobs and enhance their overall quality of life," says Frank V. Sacco, President and CEO of Memorial Healthcare System.**