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(Requestor's Name)

(Address)

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(City/State/Zip/Phone #)

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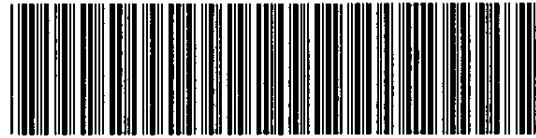
(Business Entity Name)

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FILED  
SECRETARY OF STATE  
DIVISION OF CORPORATIONS  
11 APR 13 PM 3:32

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FF \$612.50

CNPPJT2 - 01 RUN DATE 04/18/2011 AS OF 04/18/2011  
FLAIR - CENTRAL ACCOUNTING

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ACCOUNT CODE	CF	TC	OBJECT	AMOUNT	ACCOUNT CODE	CF	TC	OBJECT
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TRANSACTION CODE TOTAL - 25				1.225.00	45 1.225.00			

BENEFITTING DATA

**COVER LETTER**

**TO:** Registration Section  
Division of Corporations

**SUBJECT:** "Viva Florida 500"  
(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:

Chris Cate, Communications Director  
(Name of Person)

Florida Department of State  
(Firm/Company)

R.A. Gray Bldg., 500 Bronough St.,  
(Address)

Tallahassee, FL 32399-0250  
(City/State and Zip Code)

For further information concerning this matter, please call:

Chris Cate at ( 850 ) 245-6527  
(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

SECRETARY OF STATE  
DIVISION OF CORPORATIONS

11 APR 13 PM 3:32

TO: Division of Corporations  
Post Office Box 6327  
Tallahassee, FL 32314

PART I

I. 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: Florida Department of State

(b) Owner's/Applicant's business address: R. A. Gray Bldg., 500 Bronough St.  
Tallahassee, FL 32399-0250

City/State/Zip

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

City/State/Zip

(c) Owner's/Applicant's telephone number: (850) 245-6527

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: State Agency

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: N/A

(2) Domicile State or Country: Florida

(3) Federal Employer Identification Number: 59-3466865

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.)

Entertainment services and activities, namely, providing government, celebratory, and/or community events, festivals, art and cultural exhibits, parades, concerts, production of television and radio programming specials, and any other various types of entertainment/activities/web sites used to commemorate the State of Florida's 500th anniversary celebration.

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.)

See attached "Exhibit A"

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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:

Newspaper, radio, television, and online advertisements, web sites, brochures, flyers, etc.

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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:

imprinted on actual goods, tags, decals, packaging, etc.

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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:

6, 14, 16, 18, 21, 25, and 41

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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: February 21, 2011

(b) Date first used in Florida: February 21, 2011

**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.)

"Viva Florida 500"

Provide the English translation of any and all terms listed #1 above, when applicable: "Live Florida 500"

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)" Florida

"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, KURT S. BROWNING, 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.

Kurt S. Browning  
Typed or printed name of applicant  
[Signature]  
Applicant's Signature  
(List name and title)

STATE OF FLORIDA

COUNTY OF LEON

Sworn to and subscribed before me on this 12<sup>th</sup> day of April, 2011, Kurt S. Browning  
(Name of Individual Signing)

who is personally known to me     whose identity I proved on the basis of N/A

NOTARY PUBLIC-STATE OF FLORIDA  
Gary J. Holland  
Commission # DD933190  
Expires: JAN. 23, 2014  
BONDED THRU ATLANTIC BONDING CO., INC.

[Signature]  
Notary Public Signature  
GARY J. HOLLAND  
Notary's Printed Name

My Commission Expires: JAN 23, 2014

FILING FEE: \$87.50 per class

**"Exhibit A"**

**Class 6 - Goods made from non-precious metal, namely, license plates, key chains, banks, boxes and jewelry boxes, money clips and sculptures.**

**Class 14 - Jewelry, watches and lapel pins.**

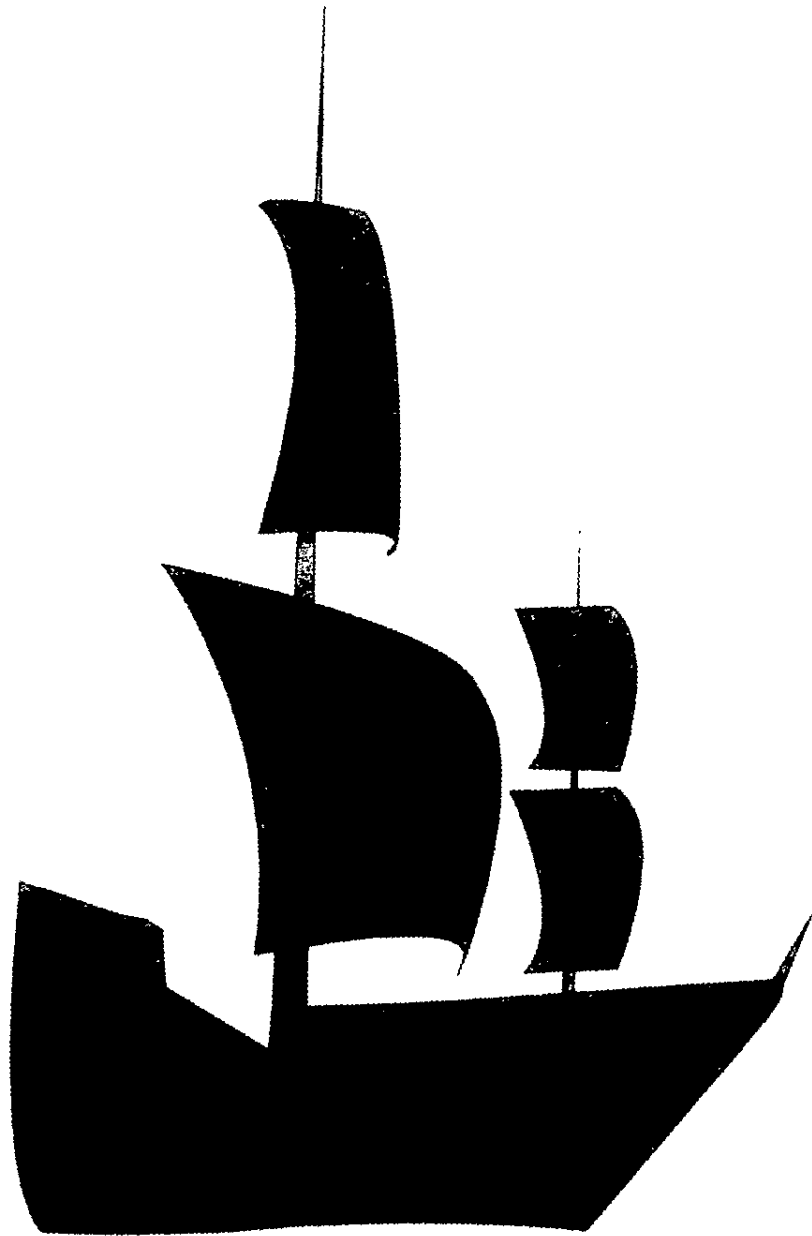
**Class 16 - Bumper stickers, decals, posters, coasters, napkins, printed communications, pens, pencils, and pen and pencil cases, holders, and boxes.**

**Class 18 - Tote bags, beach bags, fanny packs, business card cases, toiletry cases sold empty, travel garment bags and umbrellas.**

**Class 21 - Beverage glassware, mugs, cups, plastic water bottles sold empty, insulating sleeve holders for beverage cans, coasters not being of paper and not being of table linen, bottle openers, and cork screws.**

**Class 25 - Wearing apparel, namely, shirts, T-shirts, polo shirts, golf shirts, tank tops, neckties, hats, caps, and visors.**





**VIVA FLORIDA**