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AUG 1 1 2011

EXAMINER

COVER LETTER

	tration Section ion of Corporations		
SURIFCT:	SUBJECT: Equality Florida (standard character) (Mark to be registered)		
SUBJECT			
The enclosed	Frademark/Service Mark Application	s, specimens and fee(s) are submitted for filing.	
Please return a	Il correspondence concerning this m	atter to the following:	
Jason A.	Fischer		
	(Name of Person)		
Randazza	a Legal Group		
***************************************	(Firm/Company)		
2 South B	iscayne Blvd., Suite 2600		
	(Address)		
Miami, Flo	orida 33131-1815		
-	(City/State and Zip Code	e)	
For further info	ormation concerning this matter, plea	ase call:	
Jason A.	Fischer	888 667-1113	
	(Name of Person)	(Area Code & Daytime Telephone Number)	
MAILING AI Registration So Division of Co P.O. Box 6327 Tallahassee, Fi	portion rporations	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 MA

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. Equality Florida, Inc., and Equality Florida Institute, Inc., as joint tenants (a) Owner's/Applicant's name: 2549 37th Avenue North (b) Owner's/Applicant's business address: St. Petersburg, Florida 33713 City/State/Zip If different, Owner's/Applicant's mailing address: City/State/Zip 813 870-3735 (c) Owner's/Applicant's telephone number: 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. N98000006424 and N97000003185 (1) Florida registration/document number: Florida (2) Domicile State or Country: 59-3540715 and 59-3435235 (3) Federal Employer Identification Number: 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) (Note: List only those services currently being rendered by the owner/applicant. Do not include future services.) Association services, namely, promoting the interests of lesbian, gay, bisexual, and transgender individuals; Lobbying services, namely, promoting the interests of lesbian, gay, bisexual, and

Page 1 of 4

transgender individuals in the fields of legislation and regulation; Promoting public awareness of the

need for full equality of rights for lesbian, gay, bisexual, and transgender individuals; Public advocacy to promote awareness of discrimination based on sexual orientation and gender identity

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 th form(s)/mean(s) of advertisement the applicant/owner is using to advertise the services to the general public. For example: newspape advertisements, business cards, brochures, flyers, pamphlets, menus, etc. If the mark is being used in connection with a type of service, stat how the name, logo, design and/or slogan are/is being used in advertising here:
Printed promotional materials; online donation forms; social networking community pages;
informational websites
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 of 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.
List the class(es) which apply to the product(s) and/or service(s) listed in 2(a) and/or 2(b) above: International Class 035

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: on or before Feb. 9, 2010
- (b) Date first used in Florida: on or before Feb. 9, 2010

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.)

The mark consists of the words "Equality Florida" written in standard characters, without claim to

The mark consists of the words "Equality Florida" written in standard characters, without claim to
any particular font, style, size, or color.
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)" Florida	
"APART FROM THE MARK AS SHOWN.	

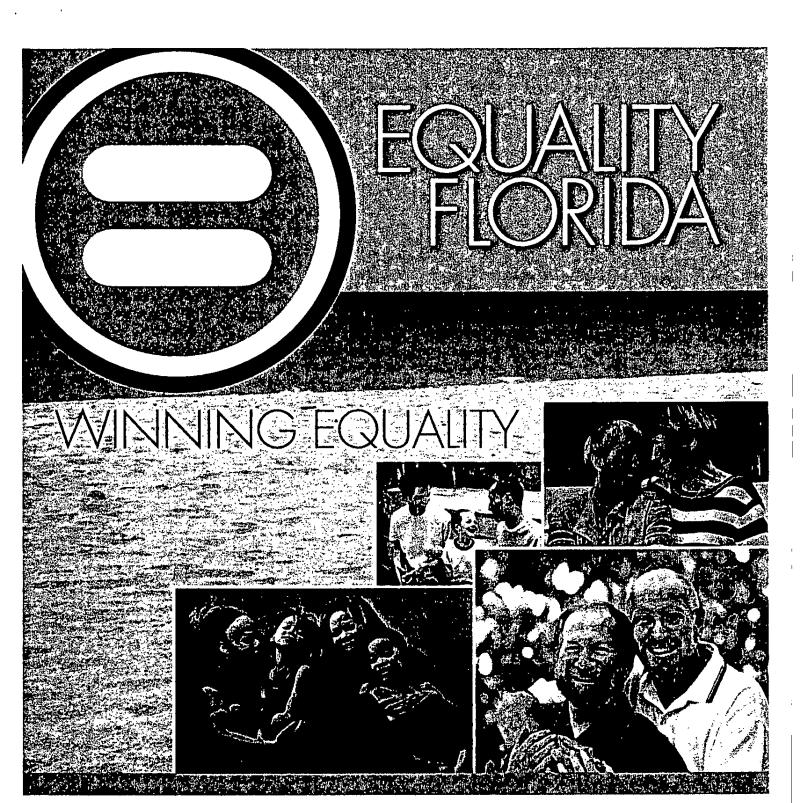
3. ATTACH OR INCLUDE THREE SPECIMENS OR EXAMPLES OF THE TRADEMARK OR SERVICE MARK BEING REGISTERED

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 1 #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.} Brian Winfield	, being sworn, depose and say that I am the	owner and the applicant
except a related company has registered this mark thereof or in such near resemblance as to be likely, cause mistake or to deceive. I make this affidavit	f the owner and applicant herein, and to the best of my kn in this state or has the right to use such mark in Florida e o, when applied to the goods or services of such other pers t and verification on my/the applicant's behalf. I further and that the facts stated herein are true and correct.	nowledge no other person ither in the identical form son to cause confusion, to
Equality Florid	da, Inc., and Equality Florida Institute, Inc. Typed or printed name of applicant Applicant's signature (List name and title)	TALLAHASSEE
STATE OF Florida	·	FLOF STU
COUNTY OF PINELLAS		TATE ORION
Sworn to and subscribed before me on this	day of august 2011, Brian Winfie	eld vidual Signing)
who is personally known to me whose	e identity I proved on the basis of <u>FLDL</u> W5147	DE642910
	Capil Russe	9)
CRYSTAL RUSSO Notary Public - State of Florida My Comm. Expires Apr 3, 2015 Commission # EE 80550	Notary Public Signature Notary Public Signature Notary's Printed I	ď
	My Commission Expires: April 3,2	0(5

FILING FEE: \$87.50 per class



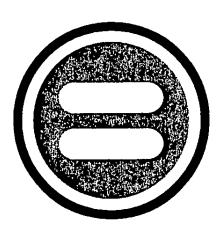
Who We are

Equality Florida is the largest civil rights organization dedicated to securing full equality for Florida's lesbian, gay, bisexual and transgender (LGBT) community.

Through lobbying, grassroots organizing, education, and coalition building, we are changing Florida so that no one suffers harassment or discrimination on the basis of their sexual orientation or gender identity.

Equality Florida formed in 1997 as Governor Jeb Bush took office and Florida's state government made a hard turn to the right. In an era of setbacks for

progressive causes, Equality Florida has defeated every piece of anti-LGBT legislation filed in Tallahassee for 13 years in a row. These bills included efforts to: overturn all local anti-discrimination policies, repeal all safe schools policies, expand Florida's anti-gay adoption ban, and prohibit domestic partnership benefits and protections.



how we're winning equality

Because Equality Florida has always existed in a hostile political climate, we know how to carve our victories despite strong opposition.

In addition to our work in Tallahassee, we work with our local partners, providing resources and helping to build coalitions that have passed pro-equality laws across the state.

We defend against bad bills and introduce pro-LGBT legislation every single year. Our efforts continue to expand support for our issues across party lines.

For 8 years, we led a broad-based coalition that secured the 2008 passage of the Jeffrey Johnston Stand Up for All Students Act, an anti-bullying law that has resulted in protections from anti-LGBT bullying and harassment for students all across the state.

Equality Florida played a critical role in bringing an end to Florida's 33-year-old anti-gay adoption ban. In addition to years of public education on the harm caused by the ban, we successfully lobbied the Governor and the Department of

Children and Families to immediately end enforcement of the ban and not pursue an appeal to the Supreme Court once the ban was ruled unconstitutional on September 22, 2010.

Under our watch, Florida has led the southeastern United States in passing over 55 local policies outlawing discrimination based on sexual orientation and gender identity, banning harassment of LGBT students, and providing domestic partnership benefits to our families. We also lead the region in electing LGBT candidates with 25 openly LGBT officials elected in Florida as of November 2010.

Through our continuous public education campaigns, we are winning the battle of public opinion with a strong majority of Floridians now support nearly every one of our pro-equality issues.

We invite you to take a look at the following pages of Winning Equality and see how prominently Florida stands on the national stage of LGBT equality. Your support makes every one of these victories possible.

RECENT VICTORIES

2010:

- Equality Florida played a critical role
 in bringing an end to Florida's 33year-old anti-gay adoption ban. In
 addition to years of public education
 on the harm caused by the ban, we
 successfully lobbied the Governor and
 the Department of Children and Families
 to immediately end enforcement of the
 ban and not pursue an appeal to the
 Supreme Court once the ban was ruled
 unconstitutional on September 22, 2010.
- We played a major role in electing Gainesville Mayor Craig Lowe, the first out gay mayor of a North Florida city. The election's razor-thin margin, 42 votes, meant that our fundraising, staffing and volunteer organizing efforts made the critical difference.
- Equality Florida spearheaded a successful effort to add domestic partnership benefits in the City of Kissimmee.
- Equality Florida helped lead a coalition effort to pass a human rights ordinance in Leon County that includes sexual orientation and gender identity. The county is home to our state capital, Tallahassee.
- We continued our 13 year streak of defeating every single piece of anti-gay legislation that has been introduced since Equality Florida was formed. This year we worked to remove language from a bill that would have restricted tax incentives to film companies for films that portrayed only "traditional families."

- We broke 33 years of silence on Florida's notorious anti-gay adoption ban with simultaneous amendments on the floor of the House of Representatives and Senate challenging the adoption ban. Not one legislators stood to defend the ban.
- We launched Equality Means Business, a project aimed at spotlighting and increasing the number of Florida employers with LGBT-inclusive antidiscrimination policies. In only it's first year, six Fortune 500 companies have joined the advisory board. Visit EqualityMeansBusiness.org.

2009:

- Passed 15 new domestic partnership, antidiscrimination, and safe schools' policies in cities and counties across Florida.
- Soundly defeated an anti-gay campaign to remove sexual orientation and gender identity from Gainesville's human rights ordinance.
- Elected 75% of Equality Florida Action PAC's endorsed champions - including Steve Kornell, the first openly gay City Council member in St. Petersburg, our state's 4th largest city.
- Ensured that a bipartisan majority of Florida's U.S. Representatives voted for the Matthew Shepard / James Byrd Jr. Hate Crimes Act – the first pro-LGBT federal law in our nation's history.



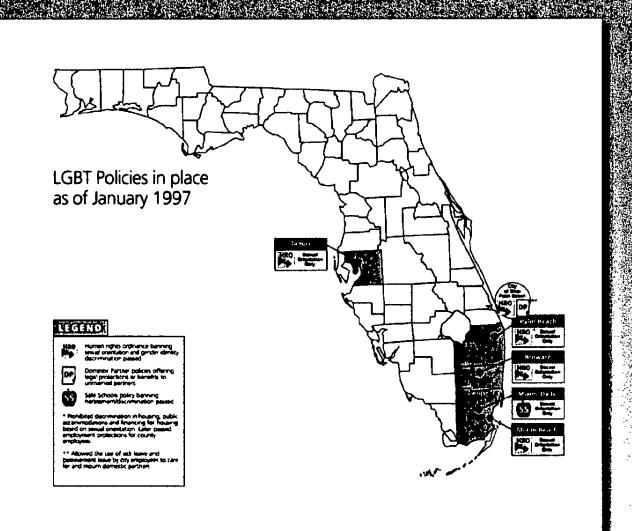
 Fought an anti-LGBT attacks by challenging Buju Banton's homophobic concert tour of Florida and staging massive protests of NBC in Tampa for airing anti-gay television programming.

2008:

- We passed the Jeffrey Johnston Stand
 Up for All Students Act, an anti-bullying
 law that has resulted in protections from
 anti-LGBT bullying and harassment for
 students all across the state.
- Passed 18 local domestic partnership, safe schools, and anti-discrimination ordinances.
- Elected 80% of Equality Florida Action PAC's 30 endorsed candidates to office including five new openly-LGB'I' candidates. Plus, we re-elected 100% of our endorsed champions in Tallahassee, including all of those targeted by the far-right extremists.
- Defeated an amendment that would have created enormous obstacles to overseas adoptions by lesbian and gay Floridians.

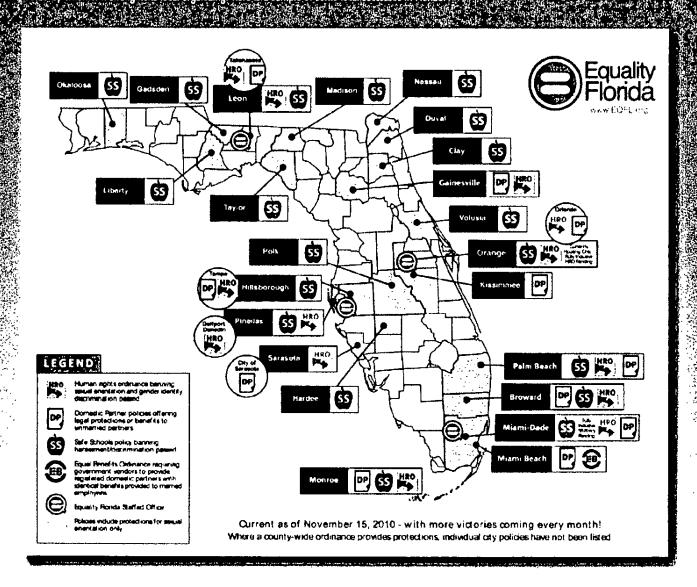
THEN

Equality Florida formed in 1997 out of a successful effort to stop anti-LGBT extremists in their attempt to repeal Tampa's sexual orientation inclusive human rights ordinance. This map demonstrates the local policies that were in place prior to Equality Florida's existence. In addition to these local policies, the statewide hate crimes law included sexual orientation protections.



NOW

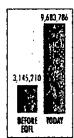
Statewide victories are built on successes at the local level. Equality Florida leads grassroots efforts and we support those of our local partners in clies and counties across Florida to win protections for our community and to defeat anti-gay initiatives. We measure the effectiveness of everything we do by whether it strengthens local organizing. Here is a sample of some local successes in Florida.



OUTLAWING DISCRIMINATION

Florida has passed 25 city and county ordinances banning discrimination based on sexual orientation and/or gender identity and expression.

9,683,786 Floridians are protected from discrimination based on sexual orientation. Florida ranks 4th in the nation, behind California, New York and Illinois, in the number of people protected from discrimination based on sexual orientation.



Number of Floridiers protected from discrimination based on sexual orientation

5,402,550 Floridians protected from discrimination based

on sexual orientation and gender identity and expression. Florida ranks 5th in the nation, behind



Number of Floridians protected from discremention based on sexual prientation and gender elentity California, Illinois,
New Jersey, and
Washington,
in the number
of people
protected from
discrimination
basedon gender
identity and
expression.

STOPPING HATE VIOLENCE

Florida law provides increased penalties for hate crimes based on sexual orientation and has been interpreted to include hate crimes targeting the transgender community as well.*

During 2009, Equality Florida worked to ensure that a majority of Florida's representatives in Congress voted to pass the Matthew Shepard / James Byrd Jr. Hate Crimes Prevention Act - the first federal protections for the LGBT community. Florida ranks 4th in the nation, behind California, New York and Texas, in the number of people protected by state hate crimes laws.

*Adding explicit protections for gender identity and expression to our state hate crimes statute continues to be a priority.



PROTECTING LGBT STUDENTS

Florida protects more students from anti-LGBT bullying than any other state except California and New York. Eighteen Florida school districts ban

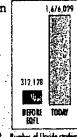
harassment and bullying based on sexual orientation and fourteen also ban bullying based on gender identity and expression. Equality Florida also runs the Florida Gay Straight Alliance (GSA) Network, a training and support network for LGBT student. Our Florida GSA Network has been recognized as the nation's fastest growing state network with over 110 GSA clubs across Florida.

1,676,029 students

bullying based on sexual

orientation. Florida ranks

are protected from



under of Floride stodents resected based on sexual economics

1,147,106

Murather of Florida star protected based on se crimeta flori and maraler identifit

4th in the nation, behind California, New York and Illinois, in the number of students protected.

1,142,106 students are protected from bullying based on gender identity and expression. Florida ranks 6th in the nation, behind California, New York, Illinois, North Carolina and New Jersey, in the number of students protected.

SHIFTING PUBLIC OPINIÓN

Equality Florida works every day to win the hearts and minds of all Floridians in our march toward full equality

We coordinate campaigns with local leaders in efforts to pass ordinances, oppose anti-gay ballot measures and win critical elections. We galvanize the media around stories like. Attorney General Bill McCulloms outrageous payments to anti-gay George Rekers, who was later caught with a male escort. We bring communities together for discussions and town hall meetings on issues like racism, homophobia, freedom of speech and LGBT family recognition. We work to ensure fair and accurate coverage in the media.

WINNING DOMESTIC PARTNERSHIP RIGHTS

There are 11 Florida cities and counties that provide domestic partnership benefits either through DP registries or public employee benefit programs. These programs reach 1 out of every 3 Floridians.



Number of Floridans with access to Domestic Portnerships

5,670,796 Floridians

have access to domestic partnership benefits and protections through their city or county government (and millions more have access through their employers).

Florida ranks 8th in the nation

in the number of I.GBT people living in communities that recognize domestic partnerships, behind California, New York, New Jersey, Massachusetts, Pennsylvania, Washington, and Maryland.



Equality Florida
Supporters 135,000

Pro-LGBT Voter File -350,000 Nearly everything we fight for depends on the election of fair-minded politicians. We have built the largest voter file ever assembled to mobilize the LGBT vote in Florida - over 350,000 pro-equality voters. Every election cycle, we screen thousands of candidates and distribute hundreds of thousands of voters' guides to ensure our community and our allies are informed and turn out to vote.

Additionally, Equality Florida Action PAC works to elect out LGBT candidates and politicians who champion LGBT equality. Number of LGBT Elected officials in Florida - 25. The most in the south and 6th highest in the nation.

Data used in this report is current as of November 15, 2010.



HISTORIC HIGHLIGHTS

Some victories stand out above the rest. Here's a list of some of our proudest victories on behalf of Florida's I.GBT and allied community...

- 2010: Equality Florida played a critical role in bringing an end to Florida's 33-year-old anti-gay adoption ban. In addition to years of public education on the harm caused by the ban, we successfully lobbied the Governor and the Department of Children and Families to immediately end enforcement of the ban and not pursue an appeal to the Supreme Court once the ban was ruled "unconstitutional" on September 22, 2010.
- 2010: Our Equality Florida Action PAC
 played a vital role in electing Gainesville
 Mayor Craig Lowe, the first out gay mayor
 of a North Florida city. Craig won by a 42vote margin and Equality Florida was on
 the ground for months helping raise money,
 organizing volunteers, and getting out the
 vote.
- 2009: Equality Florida soundly defeated an anti-I.GBT campaign to remove sexual orientation and gender identity from Gainesville's human rights ordinance.
- 2008: Equality Florida passed the Jeffrey Johnston Stand Up for All Students Act, an anti-bullying law that has resulted in protections from anti-LGBT bullying and harassment for students across the state.

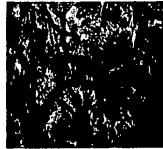


- 1998: Equality Florida successfully lobbied Darden Industries, Inc., parent company of Olive Garden and Red Lobster restaurants, to add sexual orientation protections to their nondiscrimination policy.
- 1998 to present: Equality Florida has provided a voice for Florida's LGBT community during Legislative Session in Tallahassee every year since our founding.



Equality Florida.org

For more information, contact:
Equality Florida
hr@eqfl.org
(813) 870-3735
PO Box 13184
St. Petersburg, FL 33733







Gift & Payment Information	
Equality Florida is a gras lesbian, gay, bisexual an sexual orientation or gen lesbian adoption, making gaining legal recognition legal protections only ma	sroots, statewide human rights organization working on behalf of d transgender people to secure equality and fairness, regardless of ider identity. Our top priorities are: ending Florida's ban on gay and schools safe for LGBT students, ending workplace discrimination, and for our families through domestic partnerships and equal access to
possible through your su	·
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Equality Florida Dist.

Not Profit Organization



Equality Florida



Orlando Mayor Moving on Domestic Fartnership

The Good this bind post from the Otlando Sentines about Orlando Mayor Buddy (Fyer maying terward on a deniestic partnerst gringistry. Equality (florida is a member of the Orlando Anti-Diccimination (indinance Committee, which has been paying the issue with the City Beautiful and O source Equality Florida Blog less Full Article

🌘 s boure ago, zo Heselicki skiege. Shan

12 people like this.



Michelle Llamas Buddy is awesome!

27 minutes ago



Equality Florida



FL's Redistricting could pit Republicans against fellow Republicans



From the Paim Beach Post By JOHN KENNEDY Paim Brach Post Staff Writer TALEAHASSEE - When Florida voters swept Republicans to record-level super majorities to the legislature and congressional delegation last falt, the bulked up COP looked like it had bittle to fear from shorts. scurre Equality Florida Blog ank Full Amode. .

(Linders ago on William entings Share

🖒 LeaAnn Carzola likes this.



Equality Florida



Nancy Argenziano to run for Congress...As a Democrat Former State Synator Nancy Argenzianu anniumeed

You and Equality Florida

Michael May likes this

Birthdays

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Nancy Schaffstaff Vigna it's their birthday. 🏠 🐯 Say Happy Birthday

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Wish I Didn't Know



Why all the media scorn for a person who is not even a declared candidate? Visit our facebook page and