

T12000000579

(Requestor's Name)

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PICK-UP WAIT MAIL

(Business Entity Name)

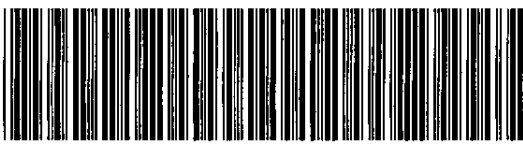
W12-31271

(Document Number)

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Special Instructions to Filing Officer:
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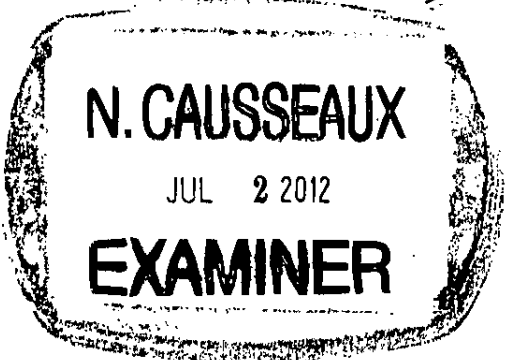


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06/06/12--01006--030 **175.00

FILED
12 JUN 22 AM 11:34
SECRETARY OF STATE
TALLAHASSEE, FLORIDA



COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: ABS ATLANTIC BUS SALES (stylized)
(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:

Rachel Rudensky

(Name of Person)

Akerman Senterfitt

(Firm/Company)

222 Lakeview Avenue; Fourth Floor

(Address)

West Palm Beach, FL 33401-6147

(City/State and Zip Code)

For further information concerning this matter, please call:

Rachel Rudensky at (561) 653-5000

(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

June 8, 2012

RACHEL RUDENSKY
AKERMAN SENTERFITT
222 LAKEVIEW AVENUE, FOURTH FLOOR
WEST PALM BEACH, FL 33401-6147

SUBJECT: ABS ATLANTIC BUS SALES & DESIGN OF THE LETTERS "ABS"
IN A STYLIZED FORMAT FOLLOWED BY THE WORDS "ATLANTIC BUS
SALES" SET FORTH IN A RECTANGLE UNDERNEATH THE LETTERS "ABS"
Ref. Number: W12000031271

We have received your document for ABS ATLANTIC BUS SALES & DESIGN OF THE LETTERS "ABS" IN A STYLIZED FORMAT FOLLOWED BY THE WORDS "ATLANTIC BUS SALES" SET FORTH IN A RECTANGLE UNDERNEATH THE LETTERS "ABS" and your check(s) totaling \$175.00. However, the enclosed document has not been filed and is being returned for the following correction(s):

In Part II(1) a & b we need a month, a day, and a year for the date the mark was first used anywhere and for the date it was first used in Florida.

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: "BUS SALES"

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) 245-6051.

Nanette Causseaux
Document Specialist Supervisor

Letter Number: 612A00016218

APPLICATION FOR THE REGISTRATION OF A TRADEMARK OR SERVICE MARK
PURSUANT TO CHAPTER 495, FLORIDA STATUTES

FILED
12 JUN 22 AM 11:34
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

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: Marketing Resources and Management, Inc., d/b/a Atlantic Bus Sales

(b) Owner's/Applicant's business address: 552 South Dixie Highway East
Pompano Beach, Florida 33060
City/State/Zip

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

(c) Owner's/Applicant's telephone number: 954, 941-7722
City/State/Zip

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: P07000006646 ✓

(2) Domicile State or Country: Florida

(3) Federal Employer Identification Number: 262311745

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.)

- Sale of new and used buses

- Service and maintenance of new and used buses

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;

brochures; web site; advertising materials

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:

35 and 37

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: June 1, 1985
(b) Date first used in Florida: 1985 → June 1, 1985

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.)

"ABS ATLANTIC BUS SALES", with the letters "ABS" in a stylized format
followed by the words "ATLANTIC BUS SALES" set forth in a
rectangle underneath the letters "ABS".

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)" BUS SALES

_____ "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, Richard Yusem, 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.

RICHARD YUSEM

Typed or printed name of applicant

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

STATE OF Florida

COUNTY OF DEWAR

Sworn to and subscribed before me on this 29th day of MAY, 2012, RICHARD YUSEM
(Name of Individual Signing)

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

[Signature]
Notary Public Signature
JILL SERUBO

My Commission Expires: _____



FILING FEE: \$87.50 per class

FILED
12 JUN 22 AM 11:34
SEC. TALLAHASSEE, FLORIDA



ATLANTIC BUS SALES






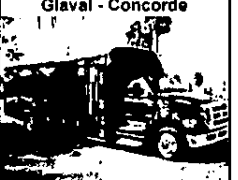








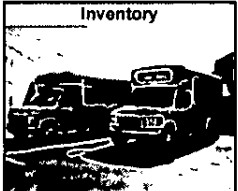
Full Service Bus Dealership
 Toll free: 1 (800) 762-7433
 Phone: (954) 941-7722
 Fax: (954) 941-7466

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- Parts/Services
- About
- Piggyback Contracts
- Contact Us

Atlantic Bus Sales, located in South Florida, is a full service bus dealership. We have new and used buses for sale. We sell shuttle buses, transit buses, church buses, hotel buses, airport buses, mini buses, handicap buses and paratransit buses. Some of our quality manufacturers are Eldorado, Glaval, Mid-bus, New England Wheels, Midway and many others.

We offer the most competitive pricing on all of our buses including our church buses, shuttle buses, transit buses, hotel buses, mini buses, and handicap buses. Come to Atlantic Bus Sales for all of your commercial bus transportation needs. We are dedicated to maintaining the standard of excellence we have achieved over the last twenty years in business.

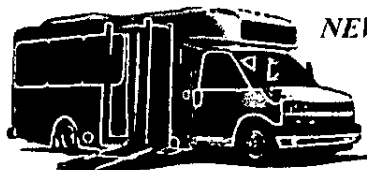
Whether it's sales or service, Atlantic Bus Sales is #1 in the Industry!

Eldorado - Aero Elite 	Glaval - PrimeTime/Sport 	Glaval - Synergy 	Parts / Services <ul style="list-style-type: none"> - Full service dealership - Professional sales staff - In-stock new and used buses - County contracts - Large inventory of parts - Superior service department - Graphics department - Body shop
Eldorado - TransTech 	Glaval - Titan 	Glaval - Concorde 	Piggyback Contracts 
Eldorado - Aerolite 	Glaval - Titan II 	Glaval - Apollo 	Prison Buses 
Eldorado - AeroTech 	Glaval - Universal 	Speciality Buses 	Inventory 

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Atlantic Bus Sales
 552 S. Dixie Highway East, Pompano Beach, FL 33060
 Phone: (954) 941-7722 Fax: (954) 941-7466

OFFICIAL SPECIMEN



NEW LOW FLOOR MODEL BUSES

AVAILABLE FOR SHOWING

November 21st 2011

Call for Appointment: (800)762-7433

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About Atlantic Bus Sales

Founded in 1986, Atlantic Bus Sales began marketing and distributing mid-sized buses for National Coach Corporation, Los Angeles, California. The product lines of the Escort and Transmark series buses were represented in eight southern states until 1990 when the Company began an association with Metrotrans Corporation in Griffin, Georgia, as a manufacturer's independent dealership.

During the following years, Atlantic Bus Sales expanded its customer base to include several of the major car rental companies, i.e., Alamo, Budget, Value and National Car Rental, and major hotel corporations including Marriott, Hyatt and Hilton.

In 1993, Atlantic Bus Sales began representing Eldorado National Co. exclusively for their complete line of vehicles in the State of Florida, the Caribbean and Latin America. More recently, ABS has represented The Glaval Bus Company's complete line of quality buses and conversion vans.

Driving for excellence will always be Atlantic Bus Sales' principal corporate objective and each year the bar is raised higher to achieve the very best in sales, in-house service and maintenance as well as on-site and emergency road service. The Company's management team, dedicated, highly qualified employees and its unwavering commitment to top quality and high value products will propel it to further profitable growth in the years ahead.



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Atlantic Bus Sales
552 G. Dixie Highway East, Pompano Beach, FL 33060

Phone: (954) 941-7722 Fax: (954) 941-7486

OFFICIAL SPECIMEN