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W12-37499

(Business Entity Name)

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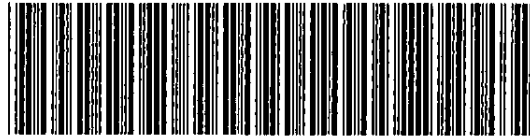
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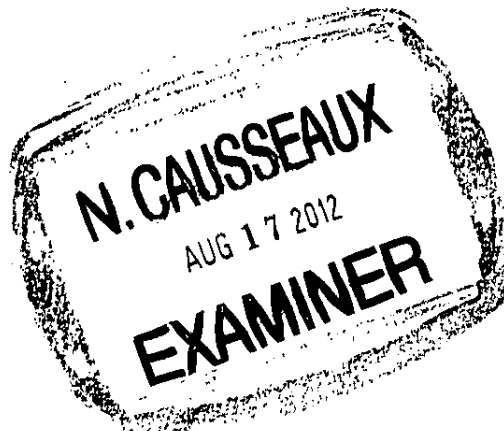
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07/12/12--01022--001 **437.50

No
Les Karites

FILED
12 AUG 16 AM 9:34
SECRETARY OF STATE
TALLAHASSEE, FLORIDA



COVER LETTER

TO: Registration Section,
Division of Corporations

SUBJECT: 3. Karite ♂ Man-Esh Tree of Life Man Fresh Three Step System Bergamot Scent
(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:

Sylvia Williams

(Name of Person)

N.A.I.W.BE, LLC "Natural As I Wanna Be" (T11000001203)

(Firm/Company)

421 W. Church Street, Suite 601

(Address)

Jacksonville, Florida 32202

(City/State and Zip Code)

For further information concerning this matter, please call:

Sylvia Williams

(Name of Person)

at (**904**) **729-0651**

(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

July 16, 2012

SYLVIA WILLIAMS
N.A.I.W.BE, LLC
421 WEST CHURCH STREET, SUITE 601
JACKSONVILLE, FL 32202

SUBJECT: PART III INCOMPLETE (LES KARITES)
Ref. Number: W12000037499

We have received your document for PART III INCOMPLETE (LES KARITES) and your check(s) totaling \$87.50. However, the enclosed document has not been filed and is being returned for the following correction(s):

You have indicated in number 1(c) of Part I of the application that the owner and applicant of the mark will be a business entity and not an individual. Therefore, you must delete the individual's name listed in number 1(a) of Part I and insert the correct name of the appropriate business entity.

You must list a more specific product in #2(b) in Part I of the application.

In Part III, you must write the exact wording of the mark. If the mark includes a logo or design, a brief written description must be provided.

The specimens provided this office are not acceptable; we need three permanent specimens, **which may be the same or different**. We do not accept camera ready copies. We do not accept specimens that have been altered or defaced in any manner. We will accept labels, decals or tags that are affixed to the actual goods or products. We will accept three LEGIBLE photographs of the goods or products with the specimens affixed. If this is some kind of publication, newspaper, magazine, or column, we need three publications. We need specimens for each class of registration. We DO NOT accept letterhead, stationery, envelopes, invoices or mailing labels.

Please attach your specimens to a copy of this letter or to your corrected application, if it was returned to you for correction(s), and return it/them to this office for processing.

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.



FLORIDA DEPARTMENT OF STATE
Division of Corporations

August 2, 2012

SYLVIA WILLIAMS
N.A.I.W.BE, LLC
421 WEST CHURCH STREET, SUITE 601
JACKSONVILLE, FL 32202

SUBJECT: KARITES
Ref. Number: W12000037499

We have received your document for KARITES and your check(s) totaling \$87.50. However, the enclosed document has not been filed and is being returned for the following correction(s):

We must deny registration pursuant to sections 495.021(1)(f) and 495.181, Florida Statutes. There is a federal registration on file with the U.S. Patent and Trademark Office for "LES KARITES", Registration Number 3130033, for the same or similar name and class(es).

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: 212A00020162



421 W. Church Street, Ste. 601
Jacksonville, FL 32202
866-740-2381 (Toll Free)
www.naiwbelle.com

August 13, 2012

Nanette Causseaux
Document Specialist Supervisor
Division of Corporations
P.O. Box 6327
Tallahassee, Florida 32314

Re: Trademark Documents

Dear Ms. Causseaux,

Please accept our sincere appreciation for your assistance with clarification of the required documentation for the applications for Registration of Trademarks. As discussed, we would like to request your assistance with final processing of the following documents.

Please process the two documents listed below:

1. MENA & Design Unisex Symbol
2. Karite Man-Eshwith Male Symbol

Ref. Number: **W12000037495**

Ref. Number: **W12000037499**

I am requesting a refund in the amount of \$175.00 for the following documents:

1. MENA & Design Unisex Symbol
2. Karite Man-Esh with Male Symbol

Ref. Number: **W12000037496**

Ref. Number: **W12000037498**

Please make check payable to Sylvia Williams at 421 W. Church Street, Suite 601, Jacksonville, Florida 32202.

Attached are three specimens of trademark to be used on T-shirts for the following document.

I Am NAIWBE Natural As I Wanna Be

Ref. Number: **W12000037497**

Please let me know if any additional information is needed.

Sincerely,

Sylvia Williams, RN, BSN, MBA, MHA, CCP

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

FILED
12 AUG 16 AM 9:34
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: N.A.I.W.BE, LLC
(b) Owner's/Applicant's business address: 421 W. Church Street, Suite 601
Jacksonville, Florida 32202
City/State/Zip

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

(c) Owner's/Applicant's telephone number: (904) 729-0651

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: L11000105856
(2) Domicile State or Country: Florida, US
(3) Federal Employer Identification Number: 90-0766127

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.)

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.)

Soap, Sugar Scrub and Hands, Feet & Body Cream

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:

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:

Karite ♂ Man-Esh Tree of Life Man Fresh Bergamot Scented Three Step System is an adhesive label applied to the product casing manufactured by N.A.I.W.BE, LLC. The label has product instructions and ingredients.

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 3 - cosmetics

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: N/A

(b) Date first used in Florida: May 1, 2012

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.)

Karite ♂ Man-Esh with a
male symbol.

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)"

Male symbol

"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, Sylvia Williams

, 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.

Sylvia Williams

Typed or printed name of applicant

Sylvia Williams, CEO

Applicant's signature
(List name and title)

FILED
12 AUG 16 AM 9:34
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

STATE OF Florida

COUNTY OF Duval

Sworn to and subscribed before me on this 11 day of July, 2012
(Name of Individual Signing)

☐ who is personally known to me ☒ whose identity I proved on the basis of FLDL

W452-793-64-593-0



M. M. Beatty

Notary Public Signature

Notary's Printed Name

My Commission Expires: 11-14-14

FILING FEE: \$87.50 per class

**Karite ♂ Man-Esh Tree of Life Man Fresh Bergamot Three
Step System: Soap, Sugar Scrub and Hands, Feet & Body Cream**

Directions: After cleansing the skin with soap. Use provided exfoliating gloves with ½ scoop of sugar scrub over entire body in circular motion. Rinse well. Do not use on face. Massage an even layer of cream over entire body. **Ingredients:** Goat's Milk soap, Demerara sugar crystals, Grade "A" raw unrefined Shea Butter, and organic essential oils.