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SECRETARY OF STATE
TALLAHASSEE, FLORIDA

P/C

NOV 13 2013

N. CAUSSEAU

COVER LETTER

TO: • Registration Section
Division of Corporations

SUBJECT: LOOP WEST

(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:

David J. Mallen

(Name of Person)

The Wilder Companies, Ltd., Inc.

(Firm/Company)

800 Boylston Street, Suite 1300

(Address)

Boston, MA 02199

(City/State and Zip Code)

For further information concerning this matter, please call:

David J. Mallen

(Name of Person)

at (617) 896-4903

(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

FILED
13 NOV 12 PM 12:30
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: The Wilder Companies, Ltd., Inc.
(b) Owner's/Applicant's business address: 800 Boylston Street, Suite 1300
Boston, MA 02199
City/State/Zip

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

(c) Owner's/Applicant's telephone number: 617 247-9200

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: F02000003898 ✓
(2) Domicile State or Country: MASSACHUSETTS
(3) Federal Employer Identification Number: 04-3084419

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.)

Leasing, marketing and identification of a regional entertainment / retail shopping
center / hotel complex.

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:

The mark appears on promotional apparel, letterhead, business cards, brochures, leasing materials, environmental signage, property signage, pylon signs, billboards, magazines and newspaper advertisements.

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, 36, 41

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: May 11, 1998

(b) Date first used in Florida: July 5, 2002

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.)

Loop West a circular mark with a graphic "Swoosh" element reversed out of a circle,
positioned with the word "Loop" set in garamond typeface. Positioned inside the first "O"
in the word "Loop" is a directional triangle. The word "West" is positioned left-aligned and justified
under the letters "LOO" in the word Loop.

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) West

_____ "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, David J. Mallen, 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.

The Wilder Companies, Ltd., Inc.

Typed or printed name of applicant

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

STATE OF Massachusetts

COUNTY OF Suffolk

Sworn to and subscribed before me on this 28th day of October, 13, David J. Mallen
(Name of Individual Signing)

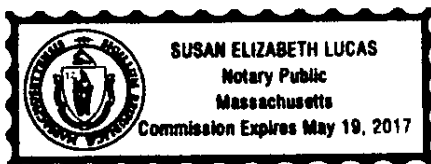
☒ who is personally known to me ☐ whose identity I proved on the basis of _____

(Seal)

[Signature]
Notary Public Signature

Susan E. Lucas

Notary's Printed Name



My Commission Expires: May 19, 2017

FILING FEE: \$87.50 per class

FILED
13 NOV 12 PM 12:30
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

OFFICIAL SPECIMEN

TM/SM REG.#

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The Loop/Loop West

3208 NORTH JOHN YOUNG PARKWAY, KISSIMMEE, FL



the LOOP

KOHL'S • JCPENNEY • BEALLS • REGAL CINEMA • BABIES R US • TJ MAXX • PARTY CITY • OLD NAVY
BED, BATH & BEYOND • MICHAEL'S • SPORTS AUTHORITY • DSW SHOES • BOOKS A MILLION • AMERICAN EAGLE
AVEDA • SUNGLASS HUT • ULTA • ZALES • BONEFISH GRILL • MACARONI GRILL • JOHNNY ROCKETS • PANERA BREAD

**THE LOOP-ORLANDO
AND LOOP WEST
combined represent
840,000 square feet
of powerhouse retail.
Together they meet
the growing demand
in the popular,
southern portion of
the Greater Orlando
trade area.**

At a Glance

- The area has become a retail hub. With the addition of Loop West there is now well over one million square feet of retail at the intersection of John Young and Osceola Parkways. On the southeast corner of the intersection are Lowe's Home Improvement and BJ's Wholesale Club; on the northeast corner is Ashley Furniture.
- An office and hotel complex is planned for the remaining corner of John Young and Osceola Parkways.
- The average daily traffic count on John Young is 40,731.
- Nearly 31,000 homes have been built in the seven miles surrounding the center since the year 2000. (Claritas 2012)
- The visitor market is one of the strongest in the country. Osceola County hosted 5.9 million visitors in 2011, up 6.3% from the previous year.

(2011 Kissimmee CVB Report)

wilder

THE WILDER COMPANIES
DEVELOPMENT. MANAGEMENT. LEASING.

800 Boylston Street | Suite 1300 | Boston, MA 02199
PHONE 617.247.9200 | FAX 617.247.4044 | WWW.WILDERCO.COM

ARGGH!

PIRATES INVADE LOOP WEST

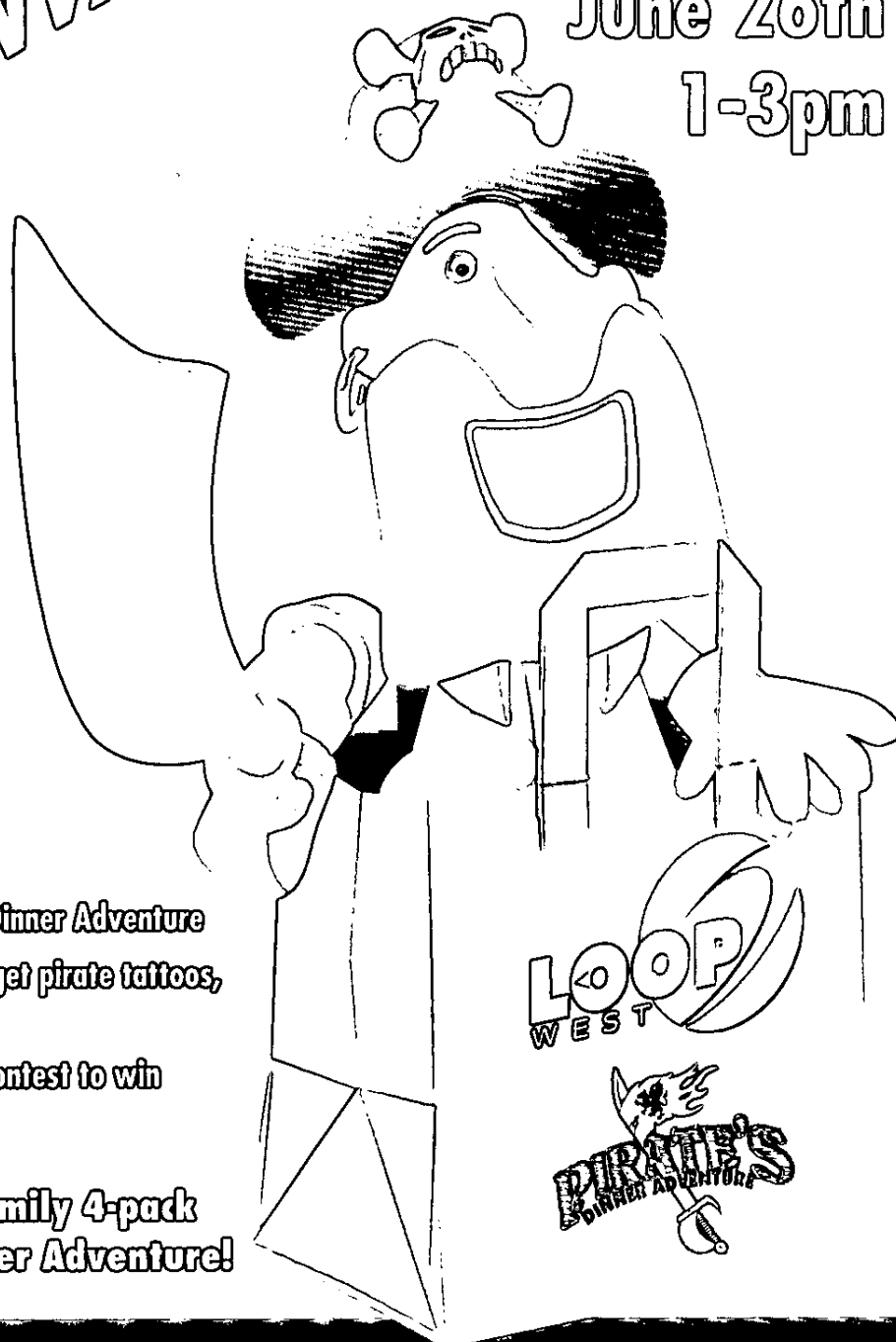
Saturday,
June 26th
1-3pm

AHOY MATES!

Join us for a **FREE**,
swashbuckling event
where ye can....

- Meet real pirates from Pirates Dinner Adventure
- Enjoy a grand pirate inflatable, get pirate tattoos, play games, and more
- Compete in a pirate look-alike contest to win prizes (1:30pm)

Plus, register to win a family 4-pack
of tickets to Pirates Dinner Adventure!



LOOP
WEST

PIRATES
DINNER ADVENTURE