

T14000001275

(Requestor's Name)

(Address)

(Address)

W14-63855

(City/State/Zip/Phone #)

PICK-UP     WAIT     MAIL

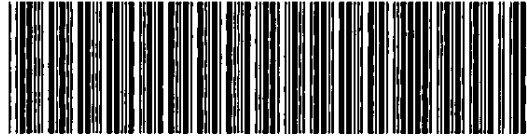
(Business Entity Name)

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T14-1275

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RECORDED  
FALLS CHURCH, VA  
14 NOV 26 PM 12:01  
FILED

DEC 1 - 2014  
N. CAUSSEAUX

**COVER LETTER**

**TO:** Registration Section  
Division of Corporations

**SUBJECT:** Goodtella

(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:

Jennifer Farias

(Name of Person)

Goodtella, LLC (see articles of organization enclosed)  
(Firm/Company)

5831 SW 56 Terrace

(Address)

Miami, FL 33143

(City/State and Zip Code)

For further information concerning this matter, please call:

Jennifer Farias

(Name of Person)

at 305 962-7654

(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

October 21, 2014

JENNIFER FARIAS  
GOODTELLA, LLC  
5831 SW 56 TERRACE  
MIAMI, FL 33143

SUBJECT: GOODTELLA, A FOOD + LIFESTYLE BLOG  
Ref. Number: W14000063855

We have received your document for GOODTELLA, A FOOD + LIFESTYLE BLOG 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.

Class(es) "41" would appear applicable to your specific mark. Please delete the class(es) you have on line 2 (d) and insert the pertinent class(es) "41".

If the mark includes a logo or design, a brief written description must be provided.

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  
Regulatory Specialist II Supervisor

Letter Number: 214A00022479



FLORIDA DEPARTMENT OF STATE  
Division of Corporations

November 13, 2014

JENNIFER FARIAS  
GOODTELLA, LLC  
5831 SW 56 TERRACE  
MIAMI, FL 33143

SUBJECT: GOODTELLA, A FOOD + LIFESTYLE BLOG  
Ref. Number: W14000063855

We have received your document for GOODTELLA, A FOOD + LIFESTYLE BLOG and your check(s) totaling \$87.50. However, the document has not been filed and is being retained in this office for the following:

Please accept our apology for failing to mention this in our previous letter.

In lieu of returning your application we have deleted the term "A FOOD + LIFESTYLE BLOG" as this is merely an informational statement and cannot be included as part of your registration.

If you agree with the corrections needed and would like this office to proceed with your filing, please notify this office in writing or by fax at 850-245-6030 to the attention of the undersigned.

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  
Regulatory Specialist II Supervisor

Letter Number: 514A00024188



FLORIDA DEPARTMENT OF STATE  
Division of Corporations

November 13, 2014

JENNIFER FARIAS  
GOODTELLA, LLC  
5831 SW 56 TERRACE  
MIAMI, FL 33143

SUBJECT: GOODTELLA, A FOOD + LIFESTYLE BLOG  
Ref. Number: W14000063855

RECEIVED  
14 NOV 26 AM 10:00  
DIVISION OF CORPORATIONS  
BUREAU OF COMMERCIAL  
REGISTRATION SERVICES

We have received your document for GOODTELLA, A FOOD + LIFESTYLE BLOG and your check(s) totaling \$87.50. However, the document has not been filed and is being retained in this office for the following:

Please accept our apology for failing to mention this in our previous letter.

In lieu of returning your application we have deleted the term "A FOOD + LIFESTYLE BLOG" as this is merely an informational statement and cannot be included as part of your registration.

If you agree with the corrections needed and would like this office to proceed with your filing, please notify this office in writing or by fax at 850-245-6030 to the attention of the undersigned.

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  
Regulatory Specialist II Supervisor

Letter Number: 514A00024188

I agree with deleting the term "food + lifestyle blog". Please proceed with the registration.

Thank you  
Jennifer Farias  
(305) 962-7654

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

14 NOV 26 PM 12:01  
FILED  
SECTION 495.01  
TALLAHASSEE, FL

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: Jennifer Farias Goodtella, LLC

(b) Owner's/Applicant's business address: 5831 SW 56 Terrace  
Miami, FL 33143

City/State/Zip

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

City/State/Zip

(c) Owner's/Applicant's telephone number: 305, 962-7654

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: L1400158543

(2) Domicile State or Country: Florida

(3) Federal Employer Identification Number: \_\_\_\_\_

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.)

\* Online blog providing information on restaurants, bars and cultural events or places in Miami and beyond.  
\_\_\_\_\_  
\_\_\_\_\_

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.)

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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:

social media outlets, business cards, website.

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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:

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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:

~~Class 43~~ class 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: \_\_\_\_\_

(b) Date first used in Florida: July 1, 2014

**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.)

Goodtella

(logo attached)

"Good" and "tella" are in different fonts. "Good" is in orange and "tella" is in grey. "Good" has a little smile/smirk.

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)" \_\_\_\_\_

\_\_\_\_\_ "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, Jennifer Farias, 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.

Jennifer Farias

Typed or printed name of applicant

Applicant's signature  
(List name and title)

STATE OF Florida

COUNTY OF Miami-Dade

Sworn to and subscribed before me on this 23 day of September, 2014, Jennifer Farias  
(Name of Individual Signing)

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

[Signature]  
Notary Public Signature

Belkys Torruente  
Notary's Printed Name



My Commission Expires: 9-18-15

FILING FEE: \$87.50 per class

FILED  
14 NOV 26 PM 12:01  
SECRET  
TALLAHASSEE, FLORIDA

# OFFICIAL SPECIMEN

**Goodtella**  
A FOOD + LIFESTYLE BLOG



goodtella.com



# Goodtella

A FOOD + LIFESTYLE BLOG

HOME / ABOUT / EAT / DRINK / PLAY / TRAVEL / CONTACT

14  
Sep 2014

## THE GOODTELLA ON NUTELLA: FIVE MOUTH-WATERING NUTELLA DISHES IN MIAMI

By goodtella 0 Fat 0 No tags 0 Permalink 0

If you're like most of the human population you probably love Nutella - understandably so - because it's freakin' delicious. This was a big year for Nutella. Not only did the world's favorite hazelnut spread celebrate its 50th birthday, foodies across the globe are incorporating it into dishes in more creative ways than ever before! From ...

CONTINUE READING...

### ABOUT ME

Hi, and thanks for visiting my blog! This is my platform to tell ya' the good-to-know facts about the best places in town.

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Document: Microsoft Word - Document  
Time: 10:03 PM 10/7/2014  
Jimmy Farias