

T16000000187

(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

PICK-UP WAIT MAIL

(Business Entity Name)

W16-10219 ✓

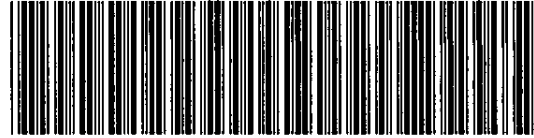
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T16-187

02/09/16--01003--016 **87.50

FILED
16 FEB 29 PM 1:51
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

MAR 1 - 2016
N. CAUSSEAU

COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: WE FLORIDA FINANCIAL (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:

JOSEPH R. ENGLANDER, Esq.

(Name of Person)

SCHWARTZ ENGLANDER AND ASSOCIATES, PLLC

(Firm/Company)

P.O. Box 221470

(Address)

Hollywood, Florida 33022

(City/State and Zip Code)

For further information concerning this matter, please call:

Joseph R. Englander at (954) 924-0707

(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

February 10, 2016

JOSEPH R. ENGLANDER, ESQUIRE
SCHWARTZ ENGLANDER & ASSOCIATES PLLC
P.O. BOX 221470
HOLLYWOOD, FL 33022

SUBJECT: WE FLORIDA FINANCIAL & DESIGN WITH A BLUE CAPITAL "W"
AND AN ORANGE LOWERCASE SCRIPT "E" NEXT TO THE WORDS
"FLORIDA FINANCIAL" WITH "FLORIDA" ABOVE "FINANCIAL"
Ref. Number: W16000010219

We have received your document for WE FLORIDA FINANCIAL & DESIGN WITH A BLUE CAPITAL "W" AND AN ORANGE LOWERCASE SCRIPT "E" NEXT TO THE WORDS "FLORIDA FINANCIAL" WITH "FLORIDA" ABOVE "FINANCIAL" and your check(s) totaling \$87.50. However, the document has not been filed and is being retained in this office for the following:

In lieu of returning your document, we have corrected the disclaimer statement on your document. We have inserted the term(s) "FLORIDA" "FINANCIAL" in your disclaimer statement. A disclaimed term is still considered part of your mark. You simply do not claim the exclusive right to the use of the disclaimed term(s) apart from your mark.

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: 016A00002892

Peretz Chesal Herrmann



2 SOUTH BISCAYNE BLVD | STE 3700 | MIAMI FL 33132 | T. 305.341.3000 | F. 305.371.6807 | PCN-IP.LAW.COM | INTELLECTUAL PROPERTY LAWYERS

FAX COVER SHEET

February 29, 2016

To: Nanette Causseaux	Fax No: (850) 245-6030
Company: _____	Phone No: _____

From: Erika Montane Legal Assistant for Joseph R. Englander, Esq.	Phone No: 305-341-3130
Re: Return Numbers: W16000010219 W16000010221	File No: _____

Number of Pages: 2 including this cover page. If you do not receive all of the pages, please call our operator at (305) 341-3000 as soon as possible. If you do not call, we will assume that all pages were received.

Remarks:

Attached please find the correspondence dated February 25, 2016 regarding the above return numbers.

If you have any questions, please feel free to contact our office.

Thank you.

RECEIVED
2016 FEB 29 AM 10:49
TAMARA HERRMANN



REPLY TO:
JOSEPH ENGLANDER
305.341.3090
JENGLANDER@PCH-IPLAW.COM

February 25, 2016

Via Facsimile Only
850-245-6030

Nanette Causseaux
Office of Florida Secretary of State
2661 Executive Center Circle
Tallahassee, Florida 32301

Re: Applications for Registrations of We Florida Financial Color Trademarks

Return Numbers:
W16000010219
W16000010221

Dear Ms. Causseaux:

Regarding the above referenced Florida trademark applications and return numbers, the Applicant hereby confirms that it agrees with the changes made. Per the terms of the letter you issued, we wish to continue with both filings.

Sincerely,

Nancy Bourdon Meyer
Nancy Bourdon Meyer
Executive Vice President, Chief Operating Officer

Please contact us if you have any questions or need additional information. My new contact information is:

Joseph R. Englander
Peretz Chesal & Herrmann, P.L.
2 S. Biscayne Blvd., Suite 3700
Miami, Florida 33131
T: (305) 341-3000
Email: jenglander@pch-iplaw.com

Very Truly Yours,

JRE
Joseph R. Englander

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

FILED
16 FEB 29 PM 1:52
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: We Florida Financial

(b) Owner's/Applicant's business address: 1982 North State Road 7
Fort Lauderdale, Florida 33304
City/State/Zip

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

(c) Owner's/Applicant's telephone number: (954) 745-2340

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: FLORIDA CREDIT UNION

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: SECTION 657.002(4), F.S.

(2) Domicile State or Country: FLORIDA

(3) Federal Employer Identification Number: 590709646

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.)

Credit union 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.)

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:

BUILDING SIGNAGE, INTERIOR SIGNAGE, WEBSITE ADVERTISING, BROCHURES, FLYERS, BUSINESS CARDS.

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:

036.

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: JUNE 30, 2015

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.)

WE FLORIDA FINANCIAL, WITH A BLUE CAPITAL W AND AN ORANGE LOWERCASE
SCRIPT E NEXT TO THE WORDS FLORIDA FINANCIAL, WITH FLORIDA ABOVE
FINANCIAL.

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" "Financial"

_____ "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, NANCY BOURDON MEYER, 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.

Nancy Bourdon Meyer
Typed or printed name of applicant

Nancy Bourdon Meyer
Applicant's signature
(List name and title)

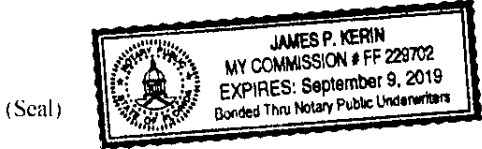
FILED
16 FEB 29 PM 1:52
CLERK OF STATE
TALLAHASSEE, FLORIDA

STATE OF FLORIDA

COUNTY OF BROWARD

Sworn to and subscribed before me on this 2 day of February, 2016, NANCY BOURDON MEYER
(Name of Individual Signing)

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



James P. Kerin
Notary Public Signature
JAMES P KERIN
Notary's Printed Name

My Commission Expires: 9/9/19

FILING FEE: \$87.50 per class



**PERSONAL. TIMELY. KNOWLEDGEABLE.
DISCOVER THE CREDIT UNION DIFFERENCE.**

We Florida Financial's personal approach to mortgage lending means your clients receive the individual attention and support you would expect from a credit union.

- Available for on-the-spot preapprovals at open houses
- Evening and weekend appointments
- Savings for your clients – no intangible tax fees!

We offer:

- > Fixed and adjustable rate mortgages
- > Closing cost credit
- > Low down payment loans
- > Fast closings
- > First-time home buyer financing
- > All processing in Broward County

I am happy to meet with your clients to explain the mortgage process and the many advantages of working with a local credit union.

CONTACT:

Brenda Willis
954-501-1070 Cell
954-745-2430 Office
NMLS ID 995717
bwillis@wefloridafinancial.com
WeFloridaFinancial.com



Branches located in Broward and Miami-Dade Counties.

Federally insured
by NCUA

We Florida FINANCIAL

