

T16000000193

(Requestor's Name)

(Address)

(Address)

W16-7518

(City/State/Zip/Phone #)

☐ PICK-UP

☐ WAIT

☐ MAIL

(Business Entity Name)

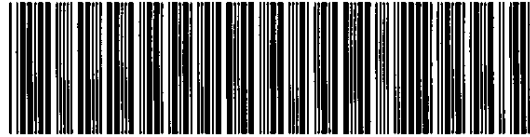
(Document Number)

Certified Copies _____ Certificates of Status _____

Special Instructions to Filing Officer:

Same
owner
as 2341243
w/WSPTD

Office Use Only



300281633163

T16-193

02/02/16--01009--031 **175.00

03/08/16--01027--014 **87.50

FILED
16 FEB 29 PM 4:20
TALLAHASSEE, FLORIDA

MAR -2 2016

N. CAUSSEAU

T16-193

COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: DOG DAY AFTERNOON

(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:

Holly L. Collins

(Name of Person)

Broad and Cassel

(Firm/Company)

390 N. Orange Avenue, Suite 1400

(Address)

Orlando, Florida 32801

(City/State and Zip Code)

For further information concerning this matter, please call:

Holly L. Collins

(Name of Person)

at 407 839-4200

(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 2, 2016

HOLLY L. COLLINS, ESQUIRE
BROAD AND CASSEL
390 N. ORANGE AVENUE, SUITE 1400
ORLANDO, FL 32801

SUBJECT: DOG DAY AFTERNOON
Ref. Number: W16000007518

We have received your document for DOG DAY AFTERNOON and your check(s) totaling \$175.00. 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 your document to reflect the appropriate class(es). Your mark falls under class(es) "43, 44, 35".

Retail store services fall under class 35

There is a balance due of \$87.50.

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: 016A00002275



ONE NORTH CLEMATIS STREET
SUITE 500
WEST PALM BEACH, FLORIDA 33401
TELEPHONE: 561.832.3300
FACSIMILE: 561.655.1109
www.broadandcassel.com

HOLLY L. COLLINS, ESQ.
DIRECT LINE: (407) 839-4251
DIRECT FACSIMILE: (407) 650-0970
EMAIL: hcollins@broadandcassel.com

February 17, 2016

VIA U.S. MAIL

Nanette Causseaux
Registration Section
Division of Corporations
P.O. Box 6327
Tallahassee, FL 32314

Re: Trademark Application for "Dog Day Afternoon"

Dear Ms. Causseaux:

I received your attached letter regarding the trademark application we filed for the mark "Dog Day Afternoon." As you requested, attached is a check in the amount of \$87.50 to cover the Class 35 services in the trademark application.

If you have any questions or need further information, please do not hesitate to contact me. Thank you for your assistance.

Sincerely yours,

BROAD AND CASSEL

Holly L. Collins, Esq.

HLC:jw
Enclosures

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

FILED
16 FEB 29 PM 4:21
TALLAHASSEE, FL 32314
DEPARTMENT OF STATE

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: Wonder Dog LLC

(b) Owner's/Applicant's business address: 1015 Sligh Blvd
Orlando, FL 32806

City/State/Zip

If different, Owner's/Applicant's mailing address: Same as above

City/State/Zip

(c) Owner's/Applicant's telephone number: (407) 835-9200

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: L14000030308 ✓

(2) Domicile State or Country: Florida

(3) Federal Employer Identification Number: 46-4898167

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.)

Dog day care with community and individual play, consisting of dog boarding on a daily or hourly basis, and
overnight dog boarding, dog grooming, pet sitting and dog walking services; Retail store services featuring
pet-related products.

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:

Business cards, flyers, pamphlets, and a website.

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:

Classes 43 and 44, **35**

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: December 15, 1998

(b) Date first used in Florida: December 15, 1998

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.)

DOG DAY AFTERNOON

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) DOG

_____ "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, Anna Waldrop, 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.

Wonder Dog LLC

Typed or printed name of applicant

[Signature]

Applicant's signature
(List name and title)

STATE OF FL

COUNTY OF Orange

Sworn to and subscribed before me on this 14th day of January, 16, Heather Wood
(Name of Individual Signing)

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



[Signature]
Notary Public Signature
Heather Wood
Notary's Printed Name

My Commission Expires: 7/16/19

FILING FEE: \$87.50 per class

Class 43+35



- [Home](#)
- [Doggie Day Care Orlando FL](#)
- [Dog Care Services](#)
- [Web Cams](#)
- [Blog](#)
- [FAQ: Dog Boarding & More](#)
- [Contact Us for Orlando Dog Boarding](#)

Navigation Menu ▼

- [New Customers](#)
- [Loyalty Program](#)
- [Reservations](#)
- [Local Business Employee Programs](#)

Where Orlando dogs come to

STAY

Going out of town? Let your dog play during the day and sleep in a private room at night. We have options for private only boarding too ! Our facility is staffed 24/7 hours, so your dog is never alone.

[Learn More](#)

PLAY

Dogs play all day, every day, in our indoor, air-conditioned playrooms with lots of romping outside in our fenced-in play yards. Dogs are grouped by size and and always supervised by our trained staff.

[Learn More](#)

PAMPER

The place your dog loves to run around and get slobbered on is the best place to get cleaned up! Our grooming staff is patient and professional. Your pooch will leave smelling great and looking pretty!

[Learn More](#)

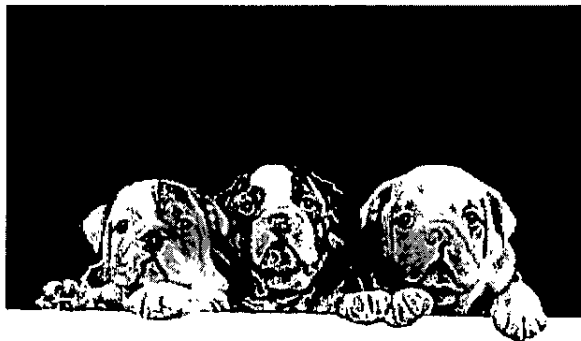
TRAIN

Training services are offer by K-9 Perceptions. They are a full time dog training company with multiple locations throughout Florida. Their popular School for Dogs boarding and training program can't be beat!

[Learn More](#)

Dog Care Services

Dog Day Afternoon offers a full range of services, including overnight care, doggie day care, grooming and training. We also provide options for enrichment activities for our guests. We care for dogs 7 days a week, 365 days a year!



Dog day care and boarding

Dog Day Afternoon offers to keep your dog comfortable, fresh and well-fed when you need to go out of town. We understand that your pet requires proper rest, play time and timely meals, and we ensure that we follow the right procedures. After the dogs are grouped by size, we let them play throughout the day in air-conditioned indoor playrooms and fenced-in outdoor play yards. During the night, your dog will sleep in a private room, ensuring maximum comfort. Our trained staff supervises your dog's training, playtime, meals and every moment they spend at Dog Day Afternoon!

Training and grooming



Dog Day Afternoon also offers training programs and grooming services for your dog. The training service is performed by K-9 Perceptions, an experienced dog training company which operates full time, at multiple locations throughout the State of Florida. Grooming services are offered by our trained staff who aim to pamper your pet and leave your pooch looking pretty and smelling great! Our facility has staff working all through the day, every day of the week so that your dog will never be alone! Start your reservation process with Dog Day Afternoon and get personalized dog care services for your pooch today!

Proudly offering dog care services to Orlando FL

Dog Day Afternoon Info

Hours of Operation:

Monday - Friday 7:00am-6:30pm

Saturday - Sunday 9:00am - 5:00pm

Address:

1015 Sligh Blvd.
Orlando, FL 32806

Phone:

407.835.9200

407.835.9008 (fax)

E-mail:

info@dogdayafternoon.net

Be Well Rewarded



Connect With Us Anywhere



Find out more!

Follow Us!



© 2014-2015 Dog Day Afternoon™

1015 Sligh Blvd. Orlando, FL 32806

Designed By



Class 44



- [Home](#)
- [Doggie Day Care Orlando FL](#)
- [Dog Care Services](#)
- [Web Cams](#)
- [Blog](#)
- [FAQ: Dog Boarding & More](#)
- [Contact Us for Orlando Dog Boarding](#)

Navigation Menu ▼

- [New Customers](#)
- [Loyalty Program](#)
- [Reservations](#)
- [Local Business Employee Programs](#)

Grooming

The place your dog loves to run around and get slobbered on is the best place to get cleaned up! Bring your dog in just to get pampered or let them play before spending time with our groomer.

Regular grooming not only keeps your pup looking and smelling great, it promotes a healthy skin and coat. It can also reduce shedding, prevent and reduce matting, and lead to an overall improvement in health.

Our trained grooming staff is patient and professional. Our high-quality shampoos and grooming products are designed just for dogs. Your pooch will leave smelling great and looking pretty! We offer baths, haircuts and spa services to meet a variety of needs.

New to Dog Day Afternoon? Visit our [FAQ page](#) and [New Customer page](#) to get started. Then give us a call at [407-835-9200](tel:407-835-9200) to begin the enrollment process.

Grooming Service Menu

Prices are based on the size, coat length and overall condition of the coat.

Quick Bath*

Our Quick Baths are a great way to get your pup cleaned up after playing. Ideal for dogs with short, low maintenance coats. Includes a warm water bath, choice of shampoo, fluff dry and Bandana.

*Only available for daycare, training and overnight guests.

Small:	\$10 & Up
Medium:	\$15 & Up
Large:	\$20 & Up
Ex-Large:	\$25 & Up

Super Bath

Not just a bath, our Super Baths are a complete package! Schedule one after a day of play or bring your dog in just to get pampered. Includes a a therapeutic, massaging, warm water bath, choice of shampoo, fluff dry, outer ear cleaning, nail trim and bandana.

Small:	\$18 & Up
Medium:	\$25 & Up
Large:	\$30 & Up
Ex-Large:	\$40 & Up

Mini Groom

Keep your dog looking and feeling good between full grooms. Our Mini Grooms keep coats long but trim the feet, face and sanitary areas. Includes a trim, a therapeutic, massaging, warm water bath, choice of shampoo, fluff dry, outer ear cleaning, nail trim and bandana.

Small:	\$32 & Up
Medium:	\$40 & Up
Large:	\$45 & Up
Ex-Large:	\$55 & Up

Full Groom

Our Full Grooms reduce the overall coat length and are based upon your dog's breed standard and/or your individual style choice. Includes a full haircut, a therapeutic, massaging, warm water bath, choice of shampoo, fluff dry, outer ear cleaning, nail trim and bandana.

Small:	\$42 & Up
Medium:	\$52 & Up
Large:	\$65 & Up
Ex-Large:	\$85 & Up

Spa Services

Upgrade your pup's grooming service with one of our a la carte Spa Services.

Spa Treatment – Add \$13

Includes shampoo upgrade, conditioner, teeth brushing, nail filing & optional nail polish

Shed-less Package – Add \$10-\$20

Reduces shedding as much as 80% if done every 4-6 weeks.

The Works – Add \$25

Spa treatment plus facial and trim of pads, feet, and sanitary areas.

Breath Refresh – \$10

Includes teeth brushing and minty breath freshener.

Nail clip – \$10

For maintenance, we recommend a nail clip every two weeks. To shorten, we recommend a nail clip every week until a healthy length is reached.

Ear Clean – \$10

We use an ear cleaning solution made just for dogs and cotton balls to gently clean the outer ear.

Nail Polish – \$8

From Fire Hydrant Red to Poodle Pink our pet-safe nail polish is the perfect way to add a pop of color to your dog's nails.

Quick Trims: pads, sanitary, tail or ears – add \$5-\$15

When your pup needs more than a bath but less than a mini groom, add a quick trim to take care of your dog's needs.

DeMatting/Extra Brushing – \$10 per 15min

Keep your dog's tresses tangle and mat free. Regular coat maintenance at home will help you avoid extra dematting fees at the groomer. If your dog is an overnight guest, we recommend scheduling extra brushing sessions to keep up their coat maintenance during their stay.

Shampoo/Conditioner Upgrade or Flea bath – Add \$5

Upgrade your dog's bath or groom with one of our specialty shampoos and/or conditioners. Please speak with our grooming staff to determine the best products for your pet.

Capstar for treatment of fleas – \$10


Capstar provides fast-acting and effective flea control. It start working within 30 minutes and is guaranteed to kill almost all adult fleas within 4 hours.

Sign-Up for Savings!

E.g. Your Full Name

E.g. Your Email Address

Sign Up!

 We Never Spam.

Dog Day Afternoon Info

Hours of Operation:

Monday - Friday 7:00am-6:30pm

Saturday - Sunday 9:00am - 5:00pm

Address:

1015 Sligh Blvd.
Orlando, FL 32806

Phone:

407.835.9200

407.835.9008 (fax)

E-mail:

info@dogdayafternoon.net

Be Well Rewarded



Connect With Us Anywhere



Find out more!

Follow Us!



© 2014-2015 Dog Day Afternoon™

1015 Sligh Blvd. Orlando, FL 32806

Designed By



OFFICIAL SPECIMEN



dog day afternoon
where dogs have fun!

1015 S. Kirk Blvd. • Orlando, FL 32808
p (407) 835-2200 • f (407) 835-9008
info@dogdayafternoon.net • www.dogdayafternoon.net

Web Cams
24/7 Staffing
Supervised Playgroups
Indoor Temperature Controlled Apartments
Large Fenced Yards

Boarding • Doggie Daycare • Grooming

44