

117000000862

(Requestor's Name)

(Address)

W17-43894 ✓

(Address)

(City/State/Zip/Phone #)

PICK-UP     WAIT     MAIL

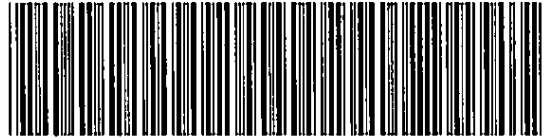
(Business Entity Name)

(Document Number)

Certified Copies \_\_\_\_\_ Certificates of Status \_\_\_\_\_

Special Instructions to Filing Officer:

Office Use Only



600299355116

117-862

600299355116  
05/22/17--01035--003 \*\*175.00

FILED  
SECRETARY OF STATE  
DIVISION OF CORPORATIONS  
2017 JUL -5 PM 2:39

N. CAUSSEUX

JUL 7 2017

COVER LETTER

T17-862

TO: Registration-Section  
Division of Corporations

SUBJECT: logo of "East"

(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:

DANIEL S. THALL

(Name of Person)

MORGRAN MANAGEMENT, LLC

(Firm/Company)

201 S. ORANGE AVE, STE 1090

(Address)

ORLANDO, FL 32801

(City/State and Zip Code)

For further information concerning this matter, please call:

DAWN MUCKUNLALL at 407 270-9270

(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

May 23, 2017

DANIEL S. THALL \*\*\*PAGE ONE OF TWO\*\*\*  
MORGRAN MANAGEMENT, LLC  
201 S. ORANGE AVENUE, SUITE 1090  
ORLANDO, FL 32801

SUBJECT: EAST  
Ref. Number: W17000043894

We have received your document for EAST and your check(s) totaling \$175.00. However, the enclosed document has not been filed and is being returned for the following correction(s):

We are unable check for availability at this time, as we do not know the goods/services the mark is used in connection with.

We are unable to determine your class(es) at this time. Please amend your application to reflect the specific good(s) and/or service(s) the mark is being used in connection with.

Because the specific good(s) and/or service(s) will determine the applicable class(es), please note additional filing fees may be due this office. If so, you will be advised accordingly.

In Part I(2)(a) or (b) you must state the goods or services the mark is used in connection with. If the mark is a trademark, you must specify the specific goods or products. If the mark is a service mark, you must specify the exact services you are providing.

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: 517A00010346



FLORIDA DEPARTMENT OF STATE  
Division of Corporations

May 23, 2017

DANIEL S. THALL \*\*\*PAGE TWO OF TWO\*\*\*  
MORGRAN MANAGEMENT, LLC  
201 S. ORANGE AVENUE, SUITE 1090  
ORLANDO, FL 32801

SUBJECT: EAST  
Ref. Number: W17000043894

We have received your document for EAST and your check(s) totaling \$175.00. However, the enclosed document has not been filed and is being returned for the following correction(s):

In Part II(1) a & b we need a month, a day, and a year for the date the mark was first used anywhere and for the date it was first used in Florida.

List only the mark to be registered in #1 of Part III. Please delete any informational statements, explanations, etc. you may have included.

We need three permanent specimens, **which may be the same or different**. TYPED or HANDWRITTEN MATERIALS ARE NOT ACCEPTABLE. We do not accept specimens which have been ALTERED or DEFACED. ANY SIZE SPECIMENS ARE ACCEPTABLE. If your mark falls under the classification of a trademark (classes 1-34), we need the labels, tags, decals, containers, boxes, wrappers or 3 LEGIBLE photographs of the goods or products with the specimen affixed. IF YOUR MARK FALLS UNDER THE CLASSIFICATION OF A SERVICE MARK (CLASSES 35-45), WE NEED SPECIMENS FROM WHICH WE CAN DETERMINE THE SERVICE(S) BEING RENDERED. We will accept magazine and-or newspaper advertisements, brochures or business cards. If business cards are submitted, we must be able to determine the services being rendered. If your mark falls under the classification of both a trade and service mark, we need specimens for both. **WE WILL NOT ACCEPT LETTERHEAD STATIONERY, ENVELOPES OR INVOICES AS SPECIMENS.**

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.

Nanette Causseaux  
Regulatory Specialist II Supervisor

Letter Number: 817A00010349

## Morgran Management, LLC

---

201 S. Orange Avenue  
Suite 1090  
Orlando, FL 32801  
407-270-9270 (p)  
407-270-9272 (f)

June 16, 2017

**Via Overnight Delivery**

Nanette Causseaux  
Regulatory Specialist II Supervisor  
Florida Department of State  
Division of Corporations  
PO Box 6327  
Tallahassee, FL 32314

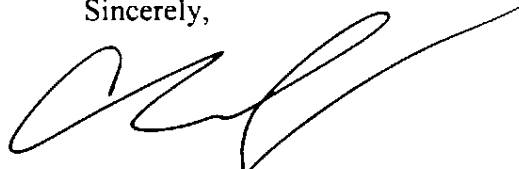
**Re: Reference Number W17000043894**

Dear Ms. Causseaux:

Pursuant to your letter dated May 23, 2017, I've revised our application according to the instructions provided. I also enclose multiple sample specimens showing how the mark/logo is being utilized. Further, a yellow, red & blue 3-D specimen is included.

Should you have any further questions, please do not hesitate to contact me at [Chris@MorgranGroup.com](mailto:Chris@MorgranGroup.com) or 407-930-7622.

Sincerely,



Chris Delgado



FLORIDA DEPARTMENT OF STATE  
Division of Corporations

June 21, 2017

CHRIS DELGADO  
MORGRAN MANAGEMENT, LLC  
201 S. ORANGE AVENUE, SUITE 1090  
ORLANDO, FL 32801

SUBJECT: EAST  
Ref. Number: W17000043894

We have received your document for EAST and your check(s) totaling \$175.00. However, the enclosed document has not been filed and is being returned for the following correction(s):

You failed to make the correction(s) requested in our previous letter.

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

A branding logo is NOT a service, you must give us the services being rendered. You also need to delete any reference to trademarks. You need to delete what is in Part 2(b), Part 2(c) TRADEMARKS.

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 which have been altered or defaced in any manner. In order to register your service mark, we need specimens from which we can determine the services being rendered. We will accept brochures, newspaper, or magazine advertisements, or business cards. If business cards are used, we must be able to determine from the business card the services offered. The mere mark, address, city, etc., on the business card, brochure, or advertisement is not acceptable -- we must be able to look at the specimens provided and be able to determine the services being rendered. 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.

Nanette Causseaux  
Regulatory Specialist II Supervisor

Letter Number: 417A00012619



## Morgran Management, LLC

---

201 S. Orange Avenue  
Suite 1090  
Orlando, FL 32801  
407-270-9270 (p)  
407-270-9272 (f)

June 29, 2017

**Via Overnight Delivery**

Nanette Causseaux  
Regulatory Specialist II Supervisor  
Florida Department of State  
Division of Corporations  
PO Box 6327  
Tallahassee, FL 32314

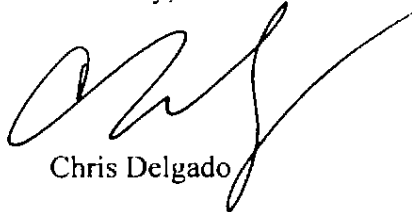
**Re: Reference Number W17000043894**

Dear Ms. Causseaux:

Pursuant to your letter dated June 21, 2017, I've revised our application according to the instructions provided. I also enclose multiple higher quality specimens printed on large sized paper. Further, I've included a flash drive containing even higher resolution copies.

Should you have any further questions, please do not hesitate to contact me at [Chris@MorgranGroup.com](mailto:Chris@MorgranGroup.com) or 407-930-7622.

Sincerely,



Chris Delgado

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

FILED  
SECRETARY OF STATE  
DIVISION OF CORPORATIONS  
2011 JUL -5 PM 2:39

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: MORGRAN MANAGEMENT, LLC

(b) Owner's/Applicant's business address: 201 S. ORANGE AVE, STE. 1090  
ORLANDO, FL 32801

City/State/Zip

If different, Owner's/Applicant's mailing address: N/A

City/State/Zip

(c) Owner's/Applicant's telephone number: 407, 270-9270

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: M08000003304

(2) Domicile State or Country: FLORIDA

(3) Federal Employer Identification Number: M08000003304

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.)

Development for a new community being built  
Commercial & business 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:

Name, logo, design being used for community. To be used in advertisements, marketing materials and signage.

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:

Class 37 Building construction; repair; and installation services.

**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: 3/1/16

(b) Date first used in Florida: 3/1/16

**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.)

East

---

---

---

---

---

Provide the English translation of any and all terms listed #1 above, when applicable: N/A

---

---

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) "Morgran Management, LLC"

"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, Daniel S. Thall, VP of Morgran Management, LLC, 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.

Daniel S. Thall, VP of Morgran Management, LLC  
Typed or printed name of applicant

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

STATE OF Florida

COUNTY OF Orange

Sworn to and subscribed before me on this 15 day of May, 2017, Daniel S. Thall  
(Name of Individual Signing)

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



[Signature]  
Notary Public Signature  
Dawn Bachan-Muckunlall  
Notary's Printed Name

My Commission Expires: March 24, 2018

FILING FEE: \$87.50 per class

FILED  
SECRETARY OF STATE  
DIVISION OF CORPORATION  
2017 JUL -5 PM 2:39



## 20 ACRE COMMUNITY PARK

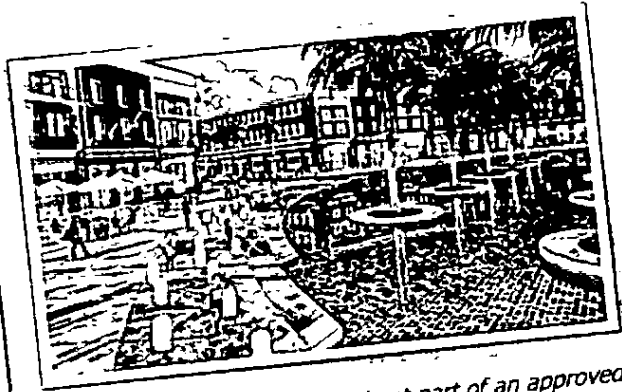
- 3 Lighted Soccer Fields
- Skate Park
- Bike/Walking Trail
- Community Pavilion
- Paddleboard/Kayak Staging Area
- Up to 310 Parking Spaces
- 3 Lighted Baseball Fields
- Dog Park
- Tot Lot
- Restrooms
- Concessions Building/Office

## THE PROPOSAL

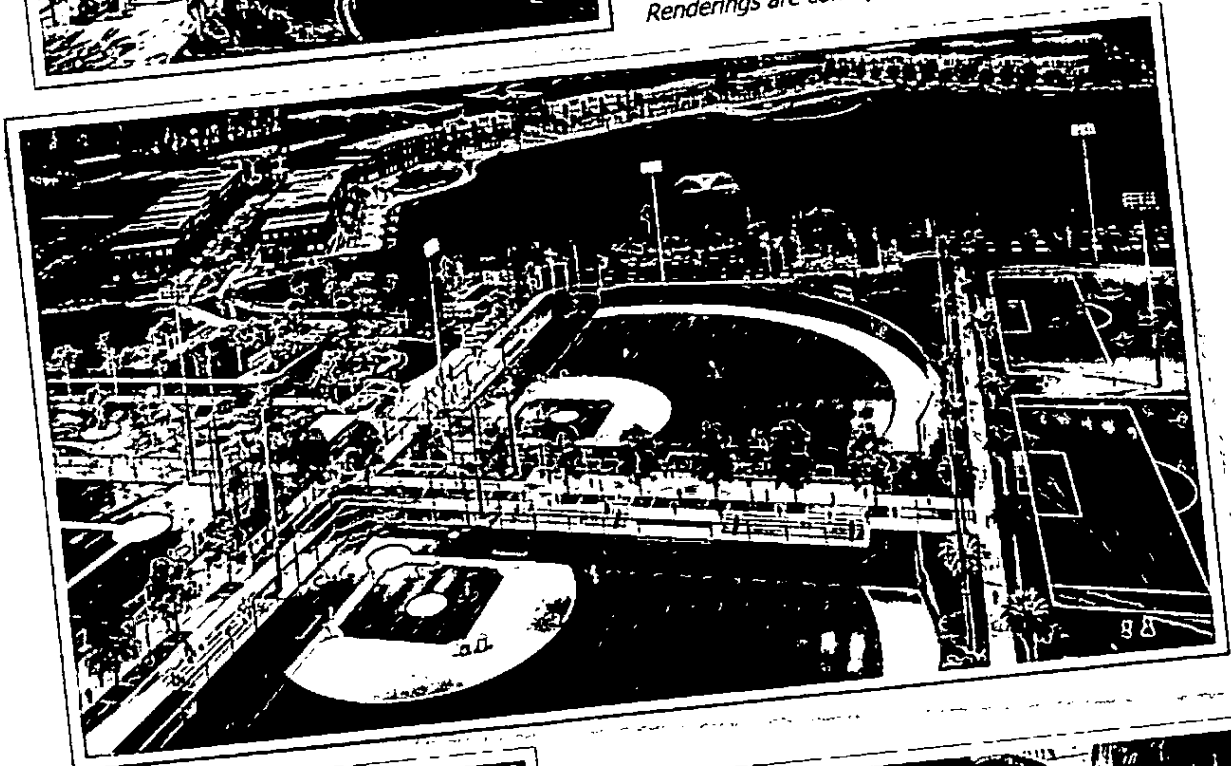
- ❖ EAST will advance about \$5 million on behalf of Orange County to construct park
- ❖ EAST will commence construction of park in first quarter of 2017
- ❖ EAST will be granted additional development rights for 800 MF and 100 TH units
- ❖ EAST will be reimbursed by County within 5 years
- ❖ EAST will not develop the additional units until Community Park is open to public

## PARK NOW

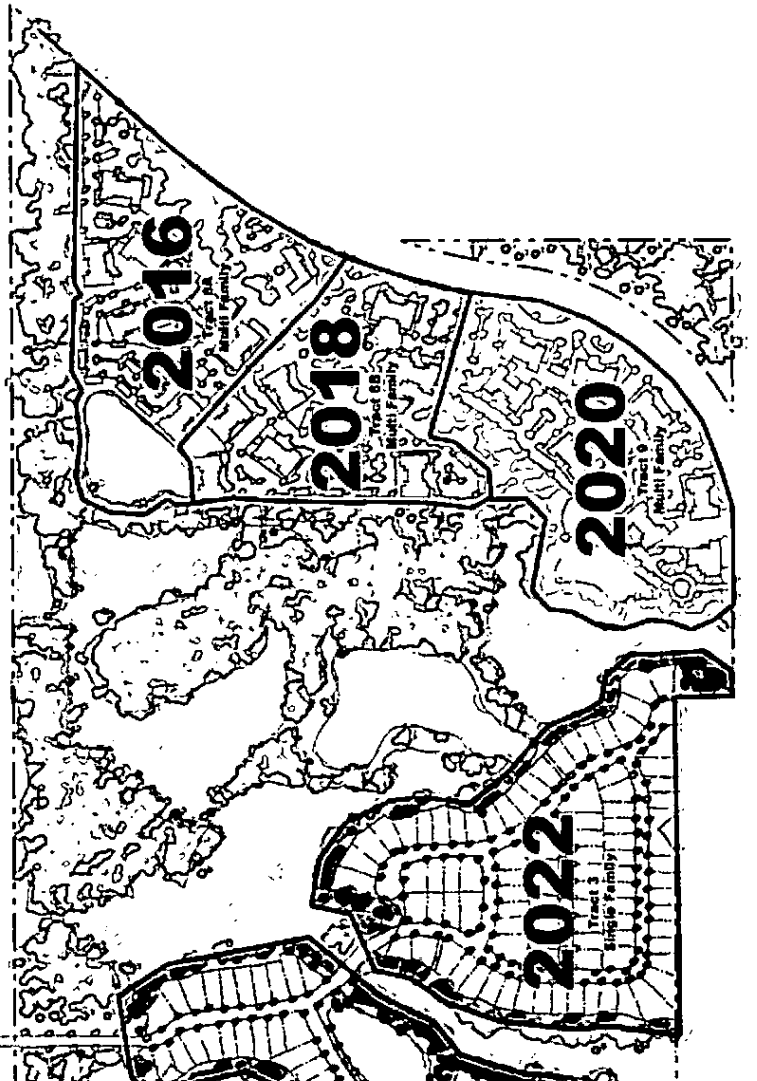
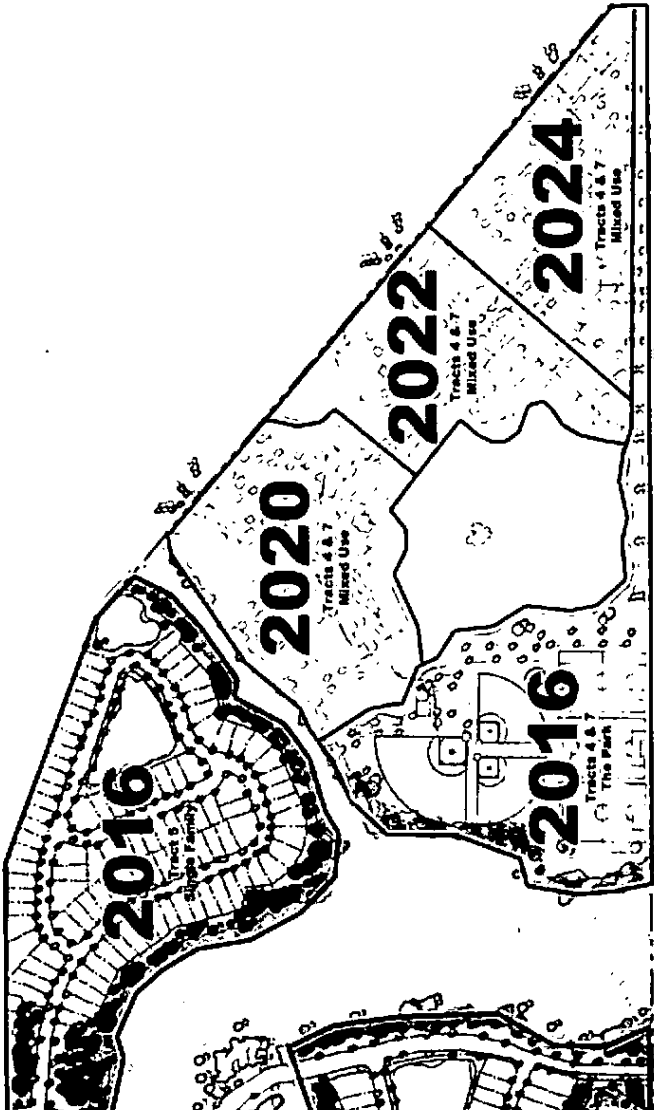
# EAST



*Renderings are conceptual and not part of an approved plan.*



# EA EST



The Market

The Park

Eight

Taro

Q

SF - The Residences





*East*  
ST





*East*

