

T170000001078

(Requestor's Name)

(Address)

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(City/State/Zip/Phone #)

☐ PICK-UP

☐ WAIT

☐ MAIL

(Business Entity Name)

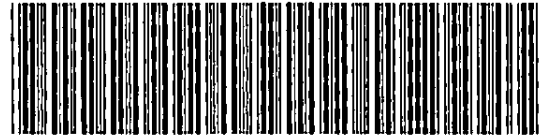
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W17-8967

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TALLAHASSEE, FLORIDA

AUG 25 2017

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August 17, 2017

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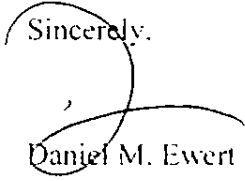
Registration Section
Florida Division of Corporations
2661 Executive Center Circle
Tallahassee, FL 32301
Attn: Yasemin Y. Sulker

Re: Trader Jon's
Reference Number: W17000008967

Dear Ms. Sulker:

I have received your correspondence dated May 19, 2017 regarding the above-referenced trademark application, Reference Number W17000008967. If I understand the letter correctly, we need to remove the phrase "historical memorabilia" from the Part 1 2(B) of the application. We would be happy to remove that phrase. Does your letter also require us to provide more specificity in Part 1 2(B)? Your letter (enclosed herein) is not clear to me in this regard. Part 1 2(B) requires us to "list the specific product(s) . . ." We have listed our specific products in the manner that your example shows. Please let me know what else you are requiring here, if anything. I look forward to your response.

Sincerely,


Daniel M. Ewert

Enclosure(s): As stated

RECEIVED
2017 AUG 22 PM 12:00

DEPT. OF REVENUE
TALLAHASSEE, FLORIDA



FLORIDA DEPARTMENT OF STATE
Division of Corporations

May 19, 2017

MOORE, HILL & WESTMORELAND, PA
ATTN: DANIEL M EWERT
350 WEST CEDAR ST., SUITE 100
PENSACOLA, FL 32502

SUBJECT: TRADER JON'S
Ref. Number: W17000008967

We have received your document for TRADER JON'S and your check(s) totaling \$350.00. However, the enclosed document has not been filed and is being returned for the following correction(s):

If the mark includes a logo or design, a brief written description must be provided. In this description, we do not need an explanation of what the logo or design symbolizes or represents.

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

"HISTORICAL MEMORABILIA" IS NOT ACCEPTABLE YOU NEED TO REMOVE FROM PART I 2(B)

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.

Yasemin Y Sulker
Regulatory Specialist II

Letter Number: 317A00001969

RECEIVED
2017 AUG 22 PM 12:54
TALLAHASSEE, FLORIDA

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

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: West Florida Historic Preservation, Inc.
(b) Owner's/Applicant's business address: 120 East Church Street
Pensacola, Florida 32501
City/State/Zip

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

(c) Owner's/Applicant's telephone number: (850) 434-3541

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: 714684
(2) Domicile State or Country: Florida
(3) Federal Employer Identification Number: 23-7009319

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.)

Museum services; exhibiting a historical exhibit; art exhibition

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.)

Tee shirts and clothing; glass mugs and drinking glasses; paper goods, including coasters

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:

Newspaper advertisement; pamphlets; website display; billboard display; social media display

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:

Imprinted name on goods such as tee shirts, drinking glasses, and coasters; imprinted name of Trader Jon's

is prominently displayed on drinking glasses and on tee shirts and other similar products

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 16; Class 21; Class 25; Class 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: n/a

(b) Date first used in Florida: February 1, 2016

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.)

The name Trader Jon's is the name, logo, and slogan being registered.

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, Robert Overton, Jr., 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.

Robert Overton, Jr.

Typed or printed name of applicant

Robert Overton, Jr.

Applicant's signature
(List name and title)

STATE OF

Florida

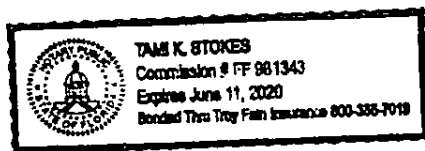
COUNTY OF

Escambia

Sworn to and subscribed before me on this 26th day of April, 2017 Robert Overton, Jr.
(Name of Individual Signing)

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

(Seal)



Tami K. Stokes

Notary Public Signature

Tami K. Stokes

Notary's Printed Name

My Commission Expires: 6/11/2020

FILING FEE: \$87.50 per class

Trader Jon's

Martin "Trader Jon" Weissman, owner and namesake of Trader Jon's Bar, was well known for his personal eccentricities such as his famously mismatched socks and "Tradermania" as well as his eclectic establishment.

One of Pensacola's top tourist destinations for decades, Trader Jon's, decorated with photos and memorabilia, some traded for drinks, was a safe haven where young flight students, military personnel, astronauts and movie stars rubbed shoulders with local politicians, characters and the occasional ne'er-do-well.

Trained as a U. S. paratrooper in World War II, Trader's lifelong love of aerial aviation and his livelihood were inseparable. There was truly nothing like it on Earth! Serp inside the T. T. Whammoth, Jr.



54 111001112

\$5.00

ORIG
COLA

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