

T17000001144

(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

PICK-UP WAIT | MAIL

W17-24008

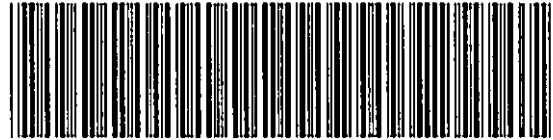
(Business Entity Name)

(Document Number)

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DIVISION OF CORPORATIONS
2017 SEP 15 AM 10:40

N. CAUSSEAU

SEP 18 2017

COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: XO Beauty LLC
(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:

Samantha Devanish
(Name of Person)

XO Beauty LLC
(Firm/Company)

4728 CARMEL ST.
(Address)

ORLANDO, FL 32908
(City/State and Zip Code)

For further information concerning this matter, please call:

Samantha Devanish at (321) 512 1924
(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.)

To whom it may concern,

I Samantha Devonish am requesting approval for the registration of my newly opened XO Beauty LLC; trademark as well as logo. I plan on providing Beauty Services under the corporation starting with an online website and eventually open multiple property and locations. Which will include Salon(s) Beauty Make Up Bar. XO Beauty LLC will also manufacture, sell hair, beauty products, ladies undergarments, make-up and LASH application. Future endeavors of XO Beauty LLC will include a full beauty production company, which will have employees and manufacture product promote and market the XO Beauty Brand. I will follow and maintain the policy, procedures, and laws in order to keep the integrity of the brand at its highest.

I have attached copies of my LLC Certification and sample images in how the trademark and logo will be used.

XO Beauty LLC

4728 Carmel St. Orlando, FL. 32808

Domicile State FLORIDA

Florida Registration/Document Number

FEIN 82-0633198

.I.HAVE RESEARCHED OTHER XO BEAUTY AND WAS ONLY ABLE TO FIND 3 BUSINESSES ONLINE/LOCATION ONE ATLANTA BASED, ONE IN NEW ZELAND, AND ONE IN FLORIDA BUT IT DOESN'T REFLECT THE DATE ESTABLISHED

According to Google and Wikipedia "XO" means Hugs and Kisses a term used for expressing sincerity, Faith, love, or good friendship.

References[edit]

^ Jump up to: a b "XOXO where did x and o come from?". Hugkiss.com. Archived from the original on July 12, 2011. The custom goes back to the early Christian era, when a cross mark or "X" was the same as a sworn oath. The cross referred to the cross of Calvary and the first letter of the Greek word for Christ, Xristos.

- XO BEAUTY STUDIO/BLOG JUNE 2016 –EYEBROWS AND MICROBLADING
AUTHOR OF WEBSITE JANICE ROMERO ATLANTA BASED
- XO BEAUTY PROFESSIONAL MAKEUP BRUSHES AND FALSE LASHES
xoBeauty is a professional beauty company, developed in October 2012 by New Zealand's top YouTuber - Shannon Harris (<http://www.youtube.com/shaaanxo>)
We are based in beautiful New Zealand, and we ship our amazing products worldwide!
- XO Health and Beauty Skincare - XO Hair 3907 NORTH FEDERAL HWY STE 288 POMPANO BEACH FL. / AFFILIATES #3 KRISHNAMMA RD FLAT2B 2ND FLOOR RAGUPRIYA APTS NUNGAMBAKKAM 60034 INDIA



FLORIDA DEPARTMENT OF STATE
Division of Corporations

March 21, 2017

SAMANTHA DEVONISH *****PAGE ONE OF TWO*****
XO BEAUTY LLC
4728 CARMEL STREET
ORLANDO, FL 32808

SUBJECT: XO BEAUTY, XO BEAUTY LLC, XBEAUTY WITH A DESIGN OF A HEART NEXT TO THE "X" X BEAUTY LLC WITH A DESIGN OF A HEART NEXT TO THE "X", FOR THE LOVE OF BEAUTY, ALL THINGS BEAUTY
Ref. Number: W17000024008

We have received your document for XO BEAUTY, XO BEAUTY LLC, XBEAUTY WITH A DESIGN OF A HEART NEXT TO THE "X" X BEAUTY LLC WITH A DESIGN OF A HEART NEXT TO THE "X", FOR THE LOVE OF BEAUTY, ALL THINGS BEAUTY and your check(s) totaling \$88.00. 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.

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.

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

You can only register one mark (name) per application. Also you can only register under the goods or services that are in actual use prior to registration. Which means if you have goods/products they must already be on sale in the marketplace. If you are rendering services you must be rendering services to the public prior to registration with this office.

You can only register one mark (name) per application. Also you can only

register under the goods or services that are in actual use prior to registration. Which means if you have goods/products they must already be on sale in the marketplace. If you are rendering services you must be rendering services to the public prior to registration with this office.

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: 217A00005355



FLORIDA DEPARTMENT OF STATE
Division of Corporations

March 21, 2017

SAMANTHA DEVONISH ***PAGE TWO OF TWO***
XO BEAUTY LLC
4728 CARMEL STREET
ORLANDO, FL 32808

SUBJECT: XO BEAUTY, XO BEAUTY LLC, XBEAUTY WITH A DESIGN OF A HEART NEXT TO THE "X" X BEAUTY LLC WITH A DESIGN OF A HEART NEXT TO THE "X", FOR THE LOVE OF BEAUTY, ALL THINGS BEAUTY
Ref. Number: W17000024008

We have received your document for XO BEAUTY, XO BEAUTY LLC, XBEAUTY WITH A DESIGN OF A HEART NEXT TO THE "X" X BEAUTY LLC WITH A DESIGN OF A HEART NEXT TO THE "X", FOR THE LOVE OF BEAUTY, ALL THINGS BEAUTY and your check(s) totaling \$88.00. 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.

Your mark contains word(s)/design(s) that must have a disclaimer. All geographical terms, such as cities, states, countries, and designs of same, must be disclaimed. Some commonly used words and corporate suffixes must also be disclaimed. You must disclaim the following term(s) by completing the disclaimer statement found in #2 of Part III of the application: "BEAUTY"

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.

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 that have been altered or defaced in any manner. We will accept labels, decals or tags that are affixed to the actual goods or products. We will accept three LEGIBLE photographs of the goods or products with the specimens affixed. If this is some kind of publication, newspaper, magazine, or column, we need three publications. 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: 417A00005356



FLORIDA DEPARTMENT OF STATE
Division of Corporations

April 10, 2017

SAMANTHA DEVONISH
XO BEAUTY LLC
4728 CARMEL STREET
ORLANDO, FL 32808

SUBJECT: XO BEAUTY, XO BEAUTY LLC, XBEAUTY WITH A DESIGN OF A HEART NEXT TO THE "X" X BEAUTY LLC WITH A DESIGN OF A HEART NEXT TO THE "X", FOR THE LOVE OF BEAUTY, ALL THINGS BEAUTY
Ref. Number: W17000024008

We have received your document for XO BEAUTY, XO BEAUTY LLC, XBEAUTY WITH A DESIGN OF A HEART NEXT TO THE "X" X BEAUTY LLC WITH A DESIGN OF A HEART NEXT TO THE "X", FOR THE LOVE OF BEAUTY, ALL THINGS BEAUTY and your check(s) totaling \$88.00. 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 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.

This is a service mark not a trademark, therefore you must delete what you have in Part I 2(a).

Class(es) "44" would appear applicable to your specific mark. Please delete the class(es) you have on line 2 (d) and insert the pertinent class(es) "44".

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.

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: 017A00006824

3X

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: KK Beauty LLC
Samantha KENNEDY

(b) Owner's/Applicant's business address: 4729 CARMEL ST.
ORLANDO, FL 32908
City/State/Zip

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

(c) Owner's/Applicant's telephone number: 321-512-1924

FILED OF STATE
SECRETARY OF CORPORATION
DIVISION OF CORPORATION
2017 SEP 15 AM 10:49

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: L1-7000043490
- (2) Domicile State or Country: FLORIDA
- (3) Federal Employer Identification Number: 82-0633198

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.)

Services rendered - Beauty / SPA / SALON SERVICES
Beauty Bar / make-up application services, Hair
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.)

~~_____~~
~~_____ - Hair & Beauty Services - Skirts, Pants~~
~~_____ - MAKE UP / HAIR APPLICATION~~

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:

~~_____~~
~~_____ Xo Beauty ; newspaper advertisement, business cards, flyers, website, billboard~~
~~_____ Radio & TV advertisement, social media marketing~~

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:

~~_____~~
~~_____ Xo Beauty~~
~~_____~~

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:

~~_____~~
~~_____ 44~~
~~_____~~
~~_____~~

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: Oct 2012 New Zealand

(b) Date first used in Florida: 2/23/17

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.)

XO, Beauty

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

for the love of beauty

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 surnames 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)" Beauty

_____ "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, [Signature], 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.

SAMANTHA DEVONISH
Typed or printed name of applicant

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

STATE OF Florida

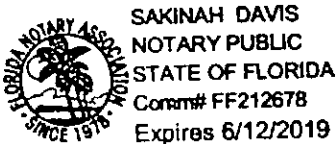
COUNTY OF Orange

Sworn to and subscribed before me on this 8 day of March 2017 Samantha Devonish
(Name of Individual Signing)

who is personally known to me whose identity I proved on the basis of Providing GA DC # 050015990

[Signature]
Notary Public Signature
Sakinah Davis
Notary's Printed Name

(Seal)



My Commission Expires: 6/12/2019

FILING FEE: \$87.50 per class

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SECRETARY OF STATE
DIVISION OF CORPORATIONS
2017 SEP 15 AM 10:49

OFFICIAL SPECIMEN



XO Beauty

Samantha Devonish

CEO/Hairstylist
4728 Carmel.St
Orlando, FL
762.217.1778

xobeautyllc@gmail.com
Beauty Marketplace