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FEB 16 2019
J. HARRIS

COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: PURA VIDA MIAMI and Design
(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:

Michael B. Chesal
(Name of Person)

Peretz Chesal & Herrmann, P.L.
(Firm/Company)

2 South Biscayne Blvd., Suite 3700
(Address)

Miami, FL 33131
(City/State and Zip Code)

For further information concerning this matter, please call:

Michael B. Chesal at (305) 341-3000
(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 6, 2018

MICHAEL B CHESAL
PERETZ CHESAL & HERRMANN, PL
20 BISCAYNE BLVD, SUITE 3700
MIAMI, FL 33131

SUBJECT: PURA VIDA & DESIGN OF THE WORDS PURA VIDA APPEARING
ABOVE THE WORD MIAMI WITH THE DESIGN OF A PINEAPPLE ABOVE
PURA VIDA MIAMI ALL APPEARING WITHIN A CIRCLE
Ref. Number: W17000079109

We have received your document for PURA VIDA & DESIGN OF THE WORDS
PURA VIDA APPEARING ABOVE THE WORD MIAMI WITH THE DESIGN OF A
PINEAPPLE ABOVE PURA VIDA MIAMI ALL APPEARING WITHIN A CIRCLE
and your check(s) totaling \$87.50. 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.

Please provide this office with an English translation of your mark or a statement
that the mark does not have a translation.

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.

Jenna D Harris
Regulatory Specialist II

Letter Number: 418A00002510

RECEIVED
FEB 15 2018



FLORIDA DEPARTMENT OF STATE
Division of Corporations

January 10, 2018

MICHAEL B CHESAL **2ND MAILING**
PERETZ CHESAL & HERRMANN, PL
2 SOUTH BISCAYNE BLVD, SUITE 3700
MIAMI, FL 33131

RECEIVED
FEB 05 2018

SUBJECT: PURA VIDA & DESIGN OF THE WORDS PURA VIDA APPEARING
ABOVE THE WORD MIAMI WITH THE DESIGN OF A PINEAPPLE ABOVE
PURA VIDA MIAMI ALL APPEARING WITHIN A CIRCLE
Ref. Number: W17000079109

We have received your document for PURA VIDA & DESIGN OF THE WORDS PURA VIDA APPEARING ABOVE THE WORD MIAMI WITH THE DESIGN OF A PINEAPPLE ABOVE PURA VIDA MIAMI ALL APPEARING WITHIN A CIRCLE and your check(s) totaling \$87.50. However, the enclosed document has not been filed and is being returned for the following correction(s):

Please provide this office with an English translation of your mark or a statement that the mark does not have a translation.

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.

Jenna D Harris
Regulatory Specialist II

Letter Number: 217A00020163

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: PURA VIDA MIAMI LLC
(b) Owner's/Applicant's business address: 110 Washington Ave., Suite CU-2
Miami Beach, FL 33139
City/State/Zip

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

(c) Owner's/Applicant's telephone number: (____) _____

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: L12000048214
(2) Domicile State or Country: Florida
(3) Federal Employer Identification Number: 45-5055133

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.)

Class 43: Restaurant 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:

Website, menus

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 43

2007 JUN 1 09:02

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: _____

(b) Date first used in Florida: 04/09/2012

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 words PURA VIDA appearing above the word MIAMI, with the design of a
pineapple above PURA VIDA MIAMI, all appearing within a circle.

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

The English translation of PURA VIDA is PURE LIFE.

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, Omer Horne, 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.

PURA VIDA MIAMI LLC

Typed or printed name of applicant

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

STATE OF FL

COUNTY OF Miami-Dade

Sworn to and subscribed before me on this 5th day of September 2017 Omer Horne
(Name of Individual Signing)

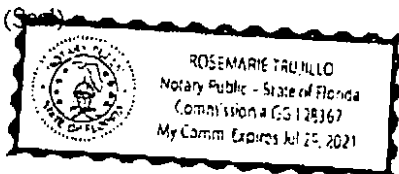
☐ who is personally known to me

☒ whose identity I proved on the basis of

FL ID Lic H010-640-851270

[Signature]
Notary Public Signature

Rosemarie Taulillo
Notary's Printed Name



My Commission Expires: July 27, 2021

FILING FEE: \$87.50 per class



OUR MENU

RAW ORGANIC BOWLS

SIGNATURE ACAI

Pura Vida's famous acai bowl made with raw organic Brazilian acai and banana blended into a smooth puree. Topped with granola and fresh seasonal fruit.

\$10.95

DRAGON FRUIT

Raw organic dragon fruit blended with banana. Topped with mango, bananas, granola, almonds and coconut.

\$10.95

GREEN MACHINE

Raw organic Brazilian acai blended with kale, spinach, spirulina and banana. Topped with banana, strawberries, organic chia seeds, almond slices and a mint leaf.

\$10.95

PB ENERGY

Raw organic Brazilian acai blended with banana and peanut butter. Topped with strawberries, bananas, granola, goji berries, almonds and cacao nibs.

\$10.95

GREEN MONKEY MATCHA

Matcha, mango, banana, spinach, almond milk. Topped with fresh strawberry, organic chia, goji berry, vegan gf granola, almond slivers.

\$10.95

BREAKFAST

Breakfast Served All Day, as is it should.

AVOCADO EGG WRAP

Organic pasture-raised egg whites, avocado, cherry tomato, mozzarella, served toasted on spinach wrap with pura vida sauce

\$12.95

SALMON AVOCADO

2 Slices of toasted ztb sourdough, smashed avocado, smoked wild salmon, fresh herbs, and micro greens

\$14.95

add 2 organic pasture-raised eggs \$3

add crumbled feta \$1

AVOCADO SMASH

Toasted ztb sourdough, mashed avocado, fresh lemon juice, microgreens, red pepper flakes

\$9.95

add 2 organic pasture-raised eggs \$3

add crumbled feta \$1

EGG WHITE BASIL

artisanal toasted bagel, organic pasture-raised egg whites, mozzarella, avocado, tomato, fresh basil, micro greens

\$9.95

EGG SALAD TOAST

toasted ztb bread topped with organic egg salad (mayo-less, made with avocado) finished with scallion, fresh herbs, micro greens

\$9.95

SOFI LOX

toasted artisanal bagel, whipped cream cheese, smoked wild salmon, sliced tomato, red onion, microgreens

\$11.95

PB BANANA

toasted bagel, crunchy peanut butter, banana slices, cinnamon, topped with honey drizzle

\$7.95

FRUIT SALAD

fresh seasonal fruit served with nonfat greek yogurt topped with granola, honey, coconut

\$9.95

OATMEAL BOWL*

old-fashioned rolled oats and almond mylk, topped with bananas, seasonal berries, honey drizzle, organic chia seeds, coconut *(only available until 12 PM)

\$7.95

CHIA PARFAIT

chia pudding (made with almond mylk) topped with coconut cream, banana, seasonal berries, chia cacao crumbles

\$6.95

GLUTEN FREE WAFFLE*

Made to order, served with nonfat Greek yogurt, fresh seasonal fruit and warm maple syrup *(only available until 12 PM)

\$12.95

Top with COCOWhip +2