

T19000000673

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Special Instructions to Filing Officer:

W19-45825

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FILED
2019 MAY 23 AM 7:40
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

05/10/19--01006--003 *\$87.50

RECEIVED
19 MAY 10 AM 9:05
TALLAHASSEE, FLORIDA
DIVISION OF CORPORATIONS
SECRETARY OF STATE

K. SALLY

JUN 12 2019



FLORIDA DEPARTMENT OF STATE
Division of Corporations

May 10, 2019

PATTY PIZZUTO
HANEY HOLLOWAY, PLLC
1656 METROPOLITAN CIR.
TALLAHASSEE, FL 32308

SUBJECT: THE COVE AT MARSH LANDING & DESIGN OF A HERON TAKING
FLIGHT CENTERED ABOVE THE FIRST LINE "THE COVE" (ALL CAPS);
SECOND LINE "AT MARSH LANDING" CAPITALIZED
Ref. Number: W19000045825

We have received your document for THE COVE AT MARSH LANDING &
DESIGN OF A HERON TAKING FLIGHT CENTERED ABOVE THE FIRST LINE
"THE COVE" (ALL CAPS); SECOND LINE "AT MARSH LANDING"
CAPITALIZED 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 must list a more specific service in #2(a) in Part I of the application.

Mark must be in use before filing. This means that the services must already
being rendered. Therefore, Part II, 1(a) & (b) can not be before the mark is filed
(not a future date).

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: "COVE" "MARSH LANDING"

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.

Karen A Saly
Regulatory Specialist II

RECEIVED Letter Number: 019A00009451

MAY 23 2019

www.sunbiz.org

Division of Corporations - P.O. BOX 6327 -Tallahassee, Florida 32314



May 21, 2019

Registration Section
Division of Corporations
Clifton Building
266 Executive Center Circle
Tallahassee, Florida 32301

VIA USPS

Atten: Karen A. Saly
Regulatory Specialist II

Re: The Cove at Marsh Landing
Resubmission of Application for the Registration of Service Mark

Dear Ms. Saly:

Pursuant to your letter dated May 10, 2019 (enclosed) we have made the suggested corrections to the above referenced Application for resubmission; enclosed you will find an original and one (1) copy of the corrected Application and three (3) copies of the logo in a larger format than the original specimens provided.

If you have any questions, please give us a call.

Sincerely,

A handwritten signature in cursive script, appearing to read "Patty Pizzuto".

Patty Pizzuto
Paralegal

Enclosures

COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: The Cove at Marsh Landing
(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:

Patty Pizzuto

(Name of Person)

Haney Holloway, PLLC

(Firm Company)

1656 Metropolitan Circle

(Address)

Tallahassee, FL 32308

(City/State and Zip Code)

For further information concerning this matter, please call:

Patty Pizzuto

(Name of Person)

at (850) 765-1014

(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
2664 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.)

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

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SECRETARY OF STATE
TALLAHASSEE, FLORIDA

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: SH Marsh Landing, LLC

(b) Owner's/Applicant's business address: 2573 Barrington Circle

Tallahassee, FL 32308

City/State/Zip

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

City/State/Zip

(c) Owner's/Applicant's telephone number: (850) 583-7990

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: L19000033254

(2) Domicile State or Country: Florida

(3) Federal Employer Identification Number: 37-1931591

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.)

Advertising and marketing assisted living 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.)

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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 advertisements, business cards, brochures and websites.

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 35: Advertising, business management, business administration, office functions

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: May 2, 2019

(b) Date first used in Florida: May 2, 2019

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TALLAHASSEE, FLORIDA

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.)

A heron taking flight, centered above the first line "THE COVE"

(all caps); second line "At Marsh Landing" (each word capitalized).

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) "Marsh Landing;
Cove" " 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:

Donald W. Bishop, Jr., as Manager of SH Senior Holdings, LLC,
the Manager of SH Marsh Landing, 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.

SH Marsh Landing, LLC
Typed or printed name of applicant

By: [Signature]
Donald W. Bishop, Jr., Manager of SH Senior Holdings, LLC
Its Manager Applicant's signature
(Last name and title)

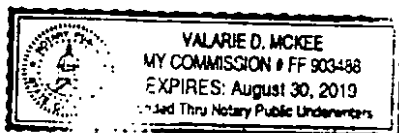
STATE OF FLORIDA

COUNTY OF LEON

On this 17 day of May, 2019, Donald W. Bishop, Jr., as Manager of SH Senior Holdings, LLC, the Manager of SH Marsh Landing, LLC personally appeared before me,

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

(Seal)



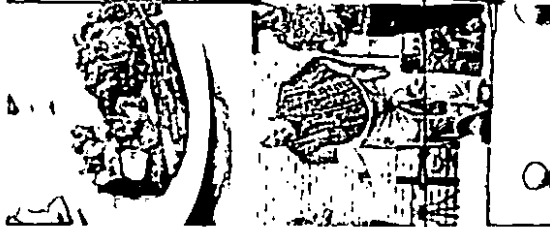
[Signature]
Notary Public Signature

Valarie D. McKee
Notary's Printed Name

My Commission Expires: 8/30/19

FILING FEE: \$87.50 per class

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TALLAHASSEE, FLORIDA



ARTFUL

CH. 10

At The Cove at Marsh Landing, our dining area is a beautiful home. With staff from other areas, we serve delicious food and provide a warm, friendly atmosphere. The staff is dedicated to providing the best service possible. The Cove at Marsh Landing is a place where you can enjoy a delicious meal and a warm atmosphere. The staff is dedicated to providing the best service possible. The Cove at Marsh Landing is a place where you can enjoy a delicious meal and a warm atmosphere. The staff is dedicated to providing the best service possible.

ZESTFUL

CH. 11

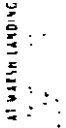
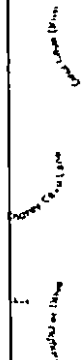
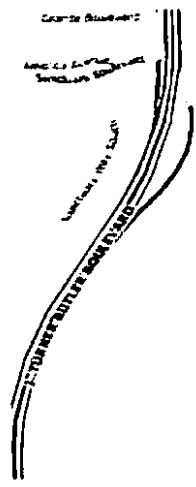
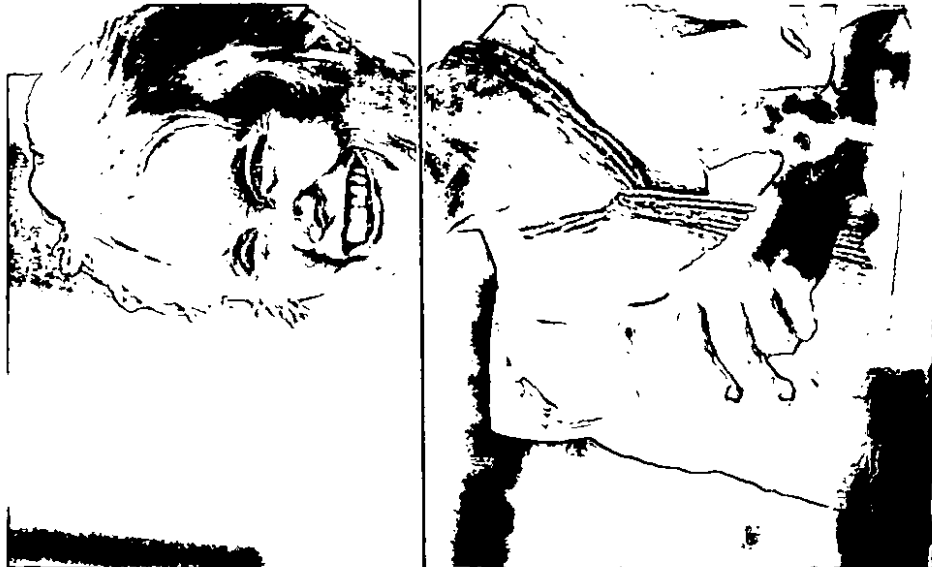
The Cove at Marsh Landing is a place where you can enjoy a delicious meal and a warm atmosphere. The staff is dedicated to providing the best service possible. The Cove at Marsh Landing is a place where you can enjoy a delicious meal and a warm atmosphere. The staff is dedicated to providing the best service possible. The Cove at Marsh Landing is a place where you can enjoy a delicious meal and a warm atmosphere. The staff is dedicated to providing the best service possible.

HEARTFUL

CH. 12

The Cove at Marsh Landing has a staff ready to help you in our transition to our community. We offer various programs and services to help you in your transition. The staff is dedicated to providing the best service possible. The Cove at Marsh Landing is a place where you can enjoy a delicious meal and a warm atmosphere. The staff is dedicated to providing the best service possible.

“The staff believes in the dining atmosphere
shuts our morale, and I think they're right.”



THE COVE
 A V.I.C. COMMUNITY

THE COVE
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www.thecoveatmarshlanding.com



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