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19 JUN 26 AM 7:00
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

K. SALY
JUL - 3 2019

COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: FlexStay
(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:

David Ludwig
(Name of Person)

Dunlap Bennett & Ludwig PLLC
(Firm/Company)

211 Church Street SE
(Address)

Leesburg, VA 20175
(City/State and Zip Code)

For further information concerning this matter, please call:

David Ludwig at (703) 777-7319
(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.)

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

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TALLAHASSEE, FLORIDA

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: Kees Hospitality Services, LLC

(b) Owner's/Applicant's business address: 739 Thimble Shoals Blvd., Ste 304
Newport News, VA 23606
City/State/Zip

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

_____
City/State/Zip

(c) Owner's/Applicant's telephone number: (757) 243-1937

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: M08000004647

(2) Domicile State or Country: Virginia

(3) Federal Employer Identification Number: 26-3223500

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.)

Real Estate services vacation home rentals

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:

Currently being advertised online through a website and social media (Facebook & Twitter)

TRADEMARKS: If the name, logo, design and/or slogan are/is being used to identify a product manufactured by or fore 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:

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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.

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(a) Date first used in other state or country, if applicable: January 2016

(b) Date first used in Florida: January 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.)

FlexStay

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 1 #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, Jimmy S. Gregg *, 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.*

Jimmy S. Gregg
Typed or printed name of applicant

Applicant's signature
(List name and title)

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TALLAHASSEE, FLORIDA

STATE OF Virginia
~~COUNTY~~ City OF Newport News

Sworn to and subscribed before me on this 24th day of May 2019 Jeremy Gregg
(Name of Individual Signing)

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

Nicole Diane Weisner
Notary Public Signature

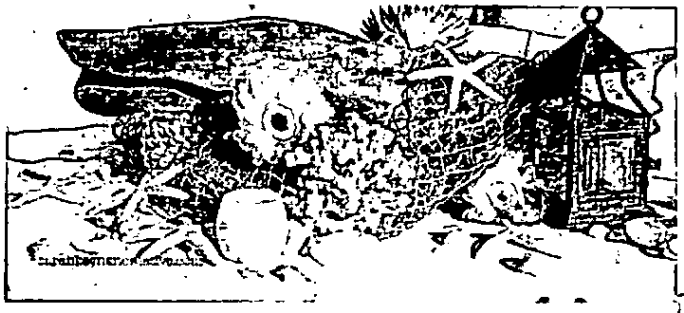
(Seal)

Nicole Diane Weisner
Notary's Printed Name

My Commission Expires: July 31, 2019

NICOLE DIANE WEISNER
NOTARY PUBLIC
REG. #7523759
MY COMMISSION EXPIRES
07/31/2019
COMMONWEALTH OF VIRGINIA

FILING FEE: $87.50 per class



KEES Vacations
Outer Banks, North Carolina

EVENT HOMES & FLEXSTAY RENTALS

WHY IS KEES DIFFERENT?

KEES offers a variety of homes to accommodate your event and your guests ranging from hotels to 24 bedroom luxury rentals. All KEES vacation homes feature the trademark KEES FlexStay program. With FlexStay, you choose when and how long you would like to rent your preferred vacation home.

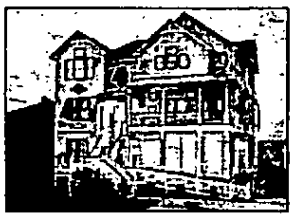
KEES VACATION HOME COLLECTION

Luxuriate in one of the KEES Home Collection rentals featuring grand ocean and semi-oceanfront homes. Accompanying KEES many standard amenities, guests can enjoy daily housekeeping and KEES Concierge Services.

KEESOUTERBANKS.COM 866.316.1843

FEATURED HOMES & COMMUNITIES

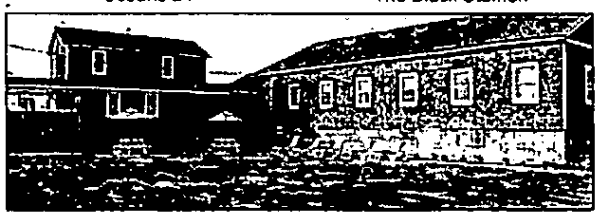
Suits Us



SoCo

Oceans 24

The Black Stallion



Nags Head Beach Inn

THE BLACK STALLION

OCEANS 24

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BOOK ONLINE OR CALL 866.316.1843

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KEES VACATIONS

YOUR VACATION, YOUR WAY WITH KEES FLEXSTAY™

KEES Vacations® is the premier source for booking stays at timeshares, vacation rental properties, resorts, condos or hotels on the east coast from Maryland to Florida. We offer a variety of accommodations from hotel rooms to 24 bedroom homes.

With KEES Vacations® FlexStay™, you no longer have to stay a full week in a traditional timeshare and vacation rentals markets. We strive to make your vacation memorable no matter how long the getaway. From the mountains of Virginia to the beaches of Key West, we have the vacation for you!

NEWS

- The Art of Vacation Planning
  Yes, it IS an art! Your spouse wants to be near the Sound, so he can bring his boat and/or do some fishing. The kids want to be close to the beach. Your parents and/or in laws just want peace and quiet. The only totally agreeable one in the whole bunch is the dog BUT, with a little patience and
- KEES Outer Banks
  Anyone who has ever traveled to the Outer Banks during the summer months knows the traffic backups are legendary. It is not unusual for what would normally be a 4 hour drive turn into 6-hour nightmare or even more just battling all the other vacationers on the road. This is because "turnover".

SIGN-UP FOR SPECIALS

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ACCREDITED BUSINESS

FlexStay™

fleks-stey | adjective

1. The ability to start your vacation any day of the week without the restriction of a seven night minimum.

2. Your Vacation, Your Way

Kees Vacations

Like This Page 9 March 2018 Edited

Friday and Saturday vacation traffic is a pain!

Fortunately with KEES FlexStay, you can check in and out on any day of the week at any KEES property without the traditional 7 night minimum requirements.

Give us a call today to create your vacation, your way with KEES FlexStay!! 866-316-1843

www.keesvacations.com
www.keesouterbanks.com

Stacey Tressler likes this.