

From:

11/22/2019 13:43

#394 P.001/037

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11/22/2019

Division of Corporations

Florida Department of State

Division of Corporations

Electronic Filing Cover Sheet

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To:

Division of Corporations

Fax Number : (850)617-6383

From:

Account Name : SHUFFIELD LOWMAN

Account Number : I20030000118

Phone : (407)581-9800

Fax Number : (407)581-9801

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19 NOV 22 AM 12:10
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

Trademark/Service mark Registration

A stylized design of "OCOEE CRA" and "FIFTY WEST"

Certificate of Registration	0
Certified Copy	0
Page Count	37
Estimated Charge	\$87.50

Electronic Filing Menu

Trademark/Service mark Filing
Menu

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COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT:

A stylized design of a Florida Panther with the word "GOOSE" below the design, and the letters "GOOSE" in a stylized font, with a small "TM" symbol to the right, with a small "TM" symbol to the right.

(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:

Julia D. Dennis, Esq.

(Name of Person)

Shuffield, Lowman & Wilson, P.A.

(Firm/Company)

1000 Legion Place, Suite 1700

(Address)

Orlando, FL 32801

(City/State and Zip Code)

For further information concerning this matter, please call:

Julia D. Dennis, Esq.

(Name of Person)

at (407) 581-9800

(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.)

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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: City of Ocoee

(b) Owner's/Applicant's business address: 150 N Lakeshore Drive
Ocoee, FL 34761
City/State/Zip

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

City/State/Zip _____
(c) Owner's/Applicant's telephone number: 407, 905-3100 ext. 1543

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: Municipal Corp

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: Municipal Corp

(2) Domicile State or Country: Florida

(3) Federal Employer Identification Number: 59-6019764

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.)

Redevelopment services pertaining to an approximate 1,070 acre Redevelopment District located in Ocoee, FL,

and more particularly, centering on SR 50 with its boundaries between SR 429 to the west, Clarke Road to the east,

Story/Geneva Streets to the north and the Turnpike/Old Winter Garden Road to the south

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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:

Business cards, brochures, flyers, pamphlets, newspaper advertisements, websites,
social media, promotional videos, and signage throughout the City of Ocoee

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 37

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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.

(a) Date first used in other state or country, if applicable: N/A

(b) Date first used in Florida: January 1, 2018

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 stylized design of a Passion Flower with the word "OCOEE" below the flower design;
and the letters "CRA" below the word "OCOEE" with a vertical line to the right of the foregoing;
the words "FIFTY WEST" appear to the right of the vertical line, with the word "WEST"
appearing below the word "FIFTY"

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) "Ocoee"

_____ "APART FROM THE MARK AS SHOWN."

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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, Melanie Sibbitt, 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.

Melanie Sibbitt

Typed or printed name of applicant

Melanie Sibbitt, City Clerk

Applicant's signature
(Last name and title)

STATE OF Florida

COUNTY OF Orange

Sworn to and subscribed before me on this 21st day of November 2019 Melanie Sibbitt
(Name of Individual Signing)

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

(Seal)



Amber Lee Landry

Notary Public Signature

Amber Lee Landry

Notary's Printed Name

My Commission Expires: GG 194917

FILING FEE: \$87.50 per class

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From:

11/22/2019 13:45

#394 P.007/037

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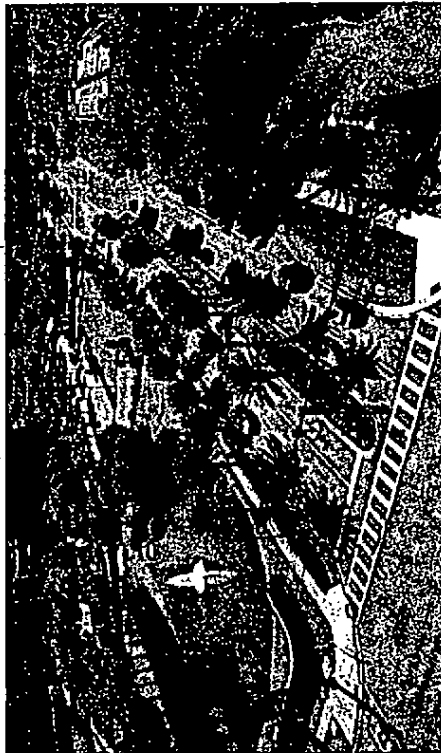
FIFTY
WEST

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FIFTY WEST BEAUTIFYING Our Redevelopment District

South Blackwood Avenue Median Landscape Refresh



State Road 50 Improvements and Landscape Maintenance



North Blackwood Avenue Streetscape Concept



Old Winter Garden Road Median New Landscape



Wellness Park Concept

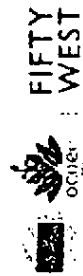


Designing URBAN SPACES



FIFTY
WEST

2018 ANNUAL REPORT



FIFTY
WEST

Directing REDEVELOPMENT

Ocoee CRA

2235 S. W. 10th Ave., Ocoee, FL 32668
407-903-3100 x-101

BOARD MEMBERS

- John Griggs, Chairman and CRA Coordinator
- Richard Parker, Commissioner of the CRA
- Ruth Johnson, Mayor of the CRA
- Rosemary Wilson, Treasurer of the CRA
- George Oliver III, Chairman of the CRA
- Todd Duncan, Mayor of the CRA
- Randy King, Mayor of the CRA

STAFF

- Ron Evans, Director of the CRA
- Craig Shadler, Director of the CRA
- Michael Ruppert, Director of the CRA
- Virginia "Ginger" Carless, Director of the CRA
- Shannon Hopper, Director of the CRA

LEGAL COUNSEL

Scott A. Cookson Esq., Attorney General of the CRA

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5	ANALYZING THE NEEDS
6	CONTRIBUTING TO
7	BE A PART OF THE NEEDS
8	ENGAGE THE NEEDS
9	RECOGNIZING THE NEEDS
10	CONTRIBUTING TO
11	BE A PART OF THE NEEDS
12	ENGAGE THE NEEDS
13	RECOGNIZING THE NEEDS
14	CONTRIBUTING TO
15	BE A PART OF THE NEEDS

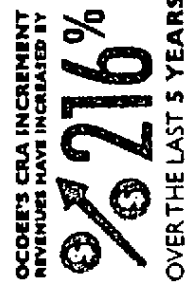
OCOEE CRA AGENT for Change

CRA Facilitate Community Revitalization

Community Redevelopment Agency (CRA) is a government agency that is responsible for the revitalization of the community. The CRA is responsible for the revitalization of the community by providing the community with the necessary resources to improve the quality of life in the community.

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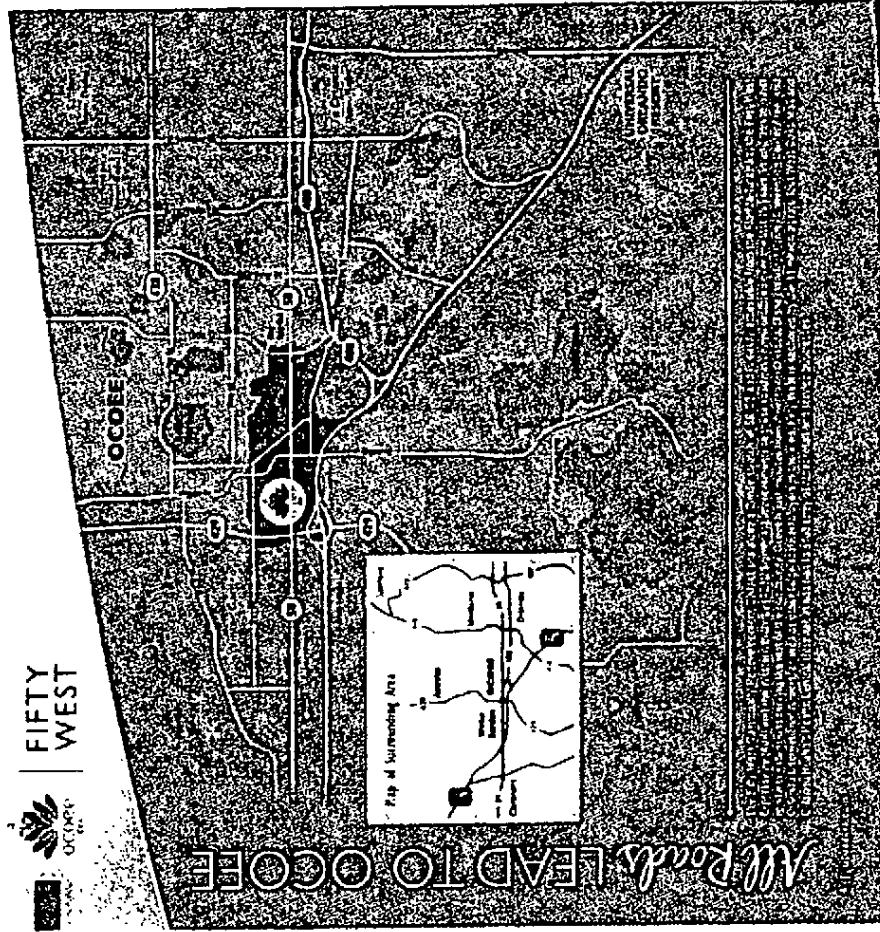
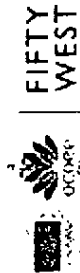


Fifty West Redevelopment District

The Fifty West Redevelopment District is a new district that was established in 2016. The district is located in the Fifty West area of Ocoee, Florida. The district is responsible for the revitalization of the community by providing the community with the necessary resources to improve the quality of life in the community.

The Fifty West Redevelopment District is a new district that was established in 2016. The district is located in the Fifty West area of Ocoee, Florida. The district is responsible for the revitalization of the community by providing the community with the necessary resources to improve the quality of life in the community.

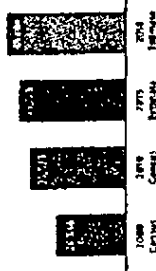
The Fifty West Redevelopment District is a new district that was established in 2016. The district is located in the Fifty West area of Ocoee, Florida. The district is responsible for the revitalization of the community by providing the community with the necessary resources to improve the quality of life in the community.



MEASURING Success

FIFTY WEST

currently serves as a primary Commercial Corridor for the City. Overall population has nearly doubled since 2000 - providing access to over 40,000 programs.



FIFTY WEST IS HOME TO OVER

350 BUSINESSES
8,500 EMPLOYEES



YEARLY INCREASE IN INVESTMENT RELATED

FIFTY WEST

Taxable Property Value increased from \$157,484,822 when the District was established to \$288,134,454 at the end of FY 2017-18

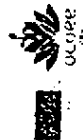
83% INCREASE

BUSINESS FRIENDLY OCOEE CRA

- Custom development incentive program assistance
- Tap into the City's job-matching tax abatement program
- CRA public/private partnership opportunities
- Call (407) 906-3100 ext. 1028 for additional information



Check out the City of Ocoee's Economic Development Viewer for specific demographic and site information for parcels within the Fifty West Redevelopment District | www.ocoe.org/896/EconomicDevelopmentViewer



Implementing THE VISION

www.fiftywest.com

City's Redevelopment Initiatives assist in Creating Fifty West as a "Regional Destination"

Over the past year, the City continued to implement projects shown here in the Downtown Master Plan and SR 429 Corridor Master Plan. These City initiatives have an immediate impact on the City's Redevelopment District in a manner that further Fifty West as a regional destination.

Downtown Occoee is Being Transformed

Using \$43 million dollars' worth of bonds, the City is bringing other funding sources to implement major capital improvement projects throughout the area surrounding Occoee.

During 2018, the City completed the reconstruction of Bluff Road. The work included widening, repaving, and upgrading existing sidewalks, 10' wide sidewalks, new street lights and light fixtures. This planned Avenue between Delaney Street and Silver Star Road sets the stage to re-imagine Downtown Occoee.

The City is currently working on the design of the Downtown Miami Summer Park, the reconstruction of Oakland Avenue and Taylor Avenue, the relocation of City Hall, expansion of the Lakeshore Center, and the development of the Bill Dwyer Park at Jule Lake. All these projects have been carefully planned in order to realize the vision for Occoee's Downtown as a vibrant, pedestrian-friendly environment having a convenient design theme, which is connected to major roadways and the local network, including primary access from the south through Fifty West.

For more information on the City's Downtown Redevelopment Plans, visit <http://www.occocorp.org/312/Downtown>



SR 429 Master Plan and Overlay District

The SR 429 Master Plan is a planning initiative to assist the City of Occoee, Occoee CRA and the City of Winter Garden in realizing the SR 429 Corridor. A major focus of the Plan is creating the SR 429 corridor as a choice location of high quality, green, and vibrant. New initiatives are now rolling Occoee home.



Planning Leads to Redevelopment

During the last year ending September 30, 2018, the Occoee CRA remained active in implementing planning initiatives and projects as outlined in the Redevelopment Plan and the annual standing CRA Target Areas Special Development Plan focusing on the three target areas.

Target Area 1: Located south of SR 90, west of Maguire Road, south of the Florida Turnpike and east of Marshall Farm Road. The goal is to redevelop the area as an urban multi-use environment that is livable and pedestrian-oriented.

Target Area 2: Located north of SR 90, east of Bluff Road, south of the Occoee Creek Drive and west of Bluff Road. The area serves as a transition to the City's Downtown and includes development on the north side of the Target Area. The area is designed to be a design focus that includes from urban to suburban in nature, culture, roadway, connections and long-term Lake. Revitalized as a park feature.

Target Area 3: Located south of SR 90, west of SR 408, south of Old Wayne Road and east of Bluff Road. This area is primarily owned by Occoee Health's Health Care Center. The long-term focus continues the contemporary urban medical campus while enhancing transportation connectivity.

During 2018, private development was extremely active with major commercial projects in each Target Area.



Target Area 1



Target Area 2



Target Area 3



The majority of
Target Area 3 is the
Orlando Health,
Health Central
Medical Campus.

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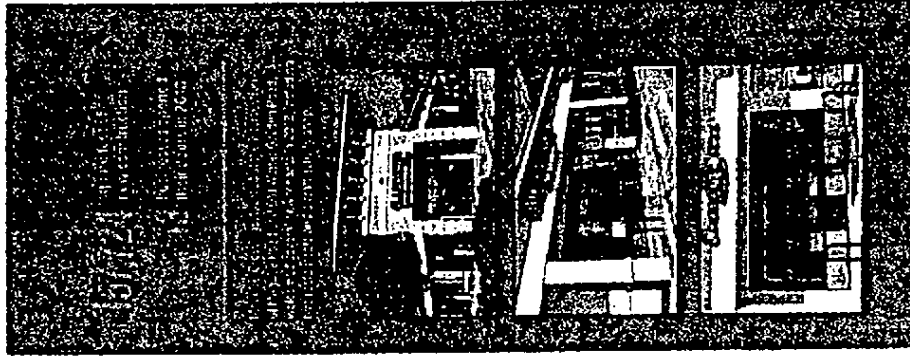


IN ADDITION TO THE 30,000 SQUARE FOOT ORLANDO HEALTH
US CANCER CLINIC, two new buildings, Exam Space Storage
and Maguire Commons, were started and/or completed in 2018,
resulting in an additional 137,734 square feet of new construction.



Open FOR BUSINESS

18 | MEDICAL CENTER



157,734 SQUARE FEET
OF NEW CONSTRUCTION
COMPLETED IN 2018

Beautiful FIFTY WEST

THE OCCC OMA RECOGNIZES THE IMPORTANCE of well-designed
public infrastructure that includes streetscapes, open spaces, parks, and
stormwater facilities.

In 2018, the OMA invested over \$100,000 to plan new landscaping on Old
Whiter Garden Road and S. Blackwood Avenue. Each of these projects was designed
to incorporate plants that were native and/or Florida-friendly in order to practice
irrigation efficiency and to increase the sustainability of plants. The OMA also
conducted the landscape maintenance of each of these projects, as well as, the
maintenance of SR 50 to ensure the OMA investments are well maintained.

Old Whiter Garden Road Median Landscaping -- Phase 1, Maguire Road to S. Blackwood Avenue

The median on Old Whiter Garden Road was previously void of any landscape
materials due to poor soil and the harsh growing conditions. To rectify this issue,
6" of the existing soil was removed and replaced with new top soil that was filled
to a depth of 12". Three varieties of plants, including, orange myrtles, grasses
and hardy shrubs. A grow strip was added for any maintenance, and irrigation
was redesigned to properly water the new plantings. The various portions of
the median were filled with concrete for they were too small to allow proper
plant growth. The cost of Phase 1 was \$167,990.17.

S. Blackwood Avenue Refresh

Using the same plant palette, the median and side right-of-way on
S. Blackwood Avenue, between SR 50 and Old Whiter Garden
Road were landscaped. As with the Old Whiter Garden Road
landscaping, plant materials were upgraded and the soil
improved. The refresh was designed and pre-construction
work was completed during FY 2017/2018, but planned
in the fall of FY 2018/2019. Total cost of the Refresh
project was \$67,262.00.



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For more information on the CRA budget visit
www.ecsccra.com/2009/CRA-Budget13

Gender	Percentage
Male	42%
Female	32%
Transgendered	26%

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FIFTY WEST

WHAT'S ON THE DRAWING BOARD?

Over the next year, the CRA will move forward with several capital projects meant to enhance the overall quality of aesthetics within Fifty West. A few of these include:

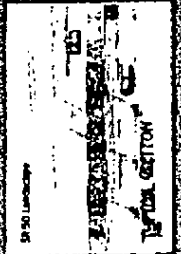
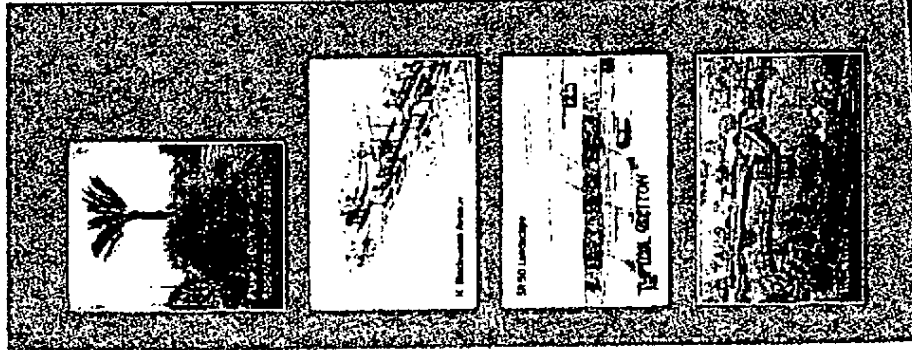
Old Winter Garden Road Median Landscaping - Phase II
The CRA is continuing their efforts to beautify Fifty West with the installation of new plants in the median of Old Winter Garden Road between S. Blackwood Avenue and I. Harnett Avenue. The design of the median will follow the plan before that was used in Phase I. Planting should be completed in the summer of 2019.

N. Blackwood Avenue Streetscape
Blackwood Avenue, north of SR 90, will serve as a major gateway to the new Orange City Center. Improvements include roadway repaving, sidewalk enhancements, and landscaped median. The project is under design and construction is estimated to be completed in 2020.

SR 90 Highway Median Landscaping
The Florida Department of Transportation (FDOT) recently completed the reconstruction of SR 90 from a four to a six lane facility from SR 429 to Good Harbor Road. The Orange CRA and the City of Orange will partner with FDOT to install median landscaping. Landscaping installation is estimated to begin in late spring 2019.

Wellness Park
The CRA is working to transform a recreation pond south of SR 90, east of Blackwood Avenue into a public park that includes a walking trail, fitness equipment, seating area, restrooms, lighting, irrigation on-sites parking, and landscaped area. The design was initiated in the FY 2017-2018 budget; however, the design and engineering will not be completed until the summer of 2019. Construction is expected to begin in 2020.

For more 2019



Cultivating Our EXISTING BUSINESSES

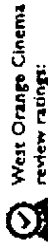
West Orange Cinema | 1575 Huguenot Road, Orange, FL 32761
Walking where to go for a movie, dinner and a drink in Orange, then the West Orange Cinema is for you. The West Orange Cinema has served our community for over 50 years. It was actually one of the first, if not the first, movie theaters to serve snacks (sandwiches, hamburgers, hotdogs, sodas, fruit trays, etc.) since said bar in Central Florida.

When the Cinema first opened in 1948, there was only one screen. In 1972, the cinema opened its first, added four screens, and for many years, it was known locally as the West Orange 5. In 1996, the West Orange Cinema was purchased by Patrick Smith, who still owns it today. In 2013, the cinema was upgraded to support the showing of digital and digitalized film reels. The investment began showing immediate returns with resulting box office and post production profits.

In 2012, Mr. Smith made significant improvements to the building, giving the facility an arched look. He also added the first screen and enlarged the concessions and seating areas. The Orange CRA partnered with the West Orange Cinema to fund portions of the architectural upgrade. Today, the West Orange Cinema has the capacity to serve over a hundred people and has sold out on numerous occasions.

The West Orange Cinema employs nearly five employees, mostly part time. They are open every day of the week. On Monday through Friday they open at 3:15 pm and on Saturday and Sunday they open at 12:15 pm. Since they follow the Orange County School Board's schedule, they open at 12:15 pm on school holidays. During the summer on Wednesdays, they open at 10:00 am to show a children's movie on all 6 screens simultaneously. Mr. Smith noted that this event is one of his most popular with nearly 400 people showing up each week after work. It is a must-see event. The Cinema is also available to rent for private events.

The Orange CRA understands the importance of our new and existing businesses and their contribution to the local economy. We will continue to support our businesses and their workers. If you are interested in participating in our program, call 407.903.1000 X.1018. Which business will be the next one to be open?



West Orange Cinema
review ratings:

Trip Advisor 5 4 3 2 1
Yelp 4 3 2 1
Facebook 5 4 3 2 1

A few of the review comments include:
"It feels like a stroll down the past."
"It's friendly and inviting."
"Doesn't cost an arm and a leg."



Patrick Smith, owner
West Orange Cinema

For more information call 407.877.8111 or go to www.westorange3.com.

Drop by for a movie, dinner and a frosty beverage at Patrick Smith and his staff are looking forward to your visit.

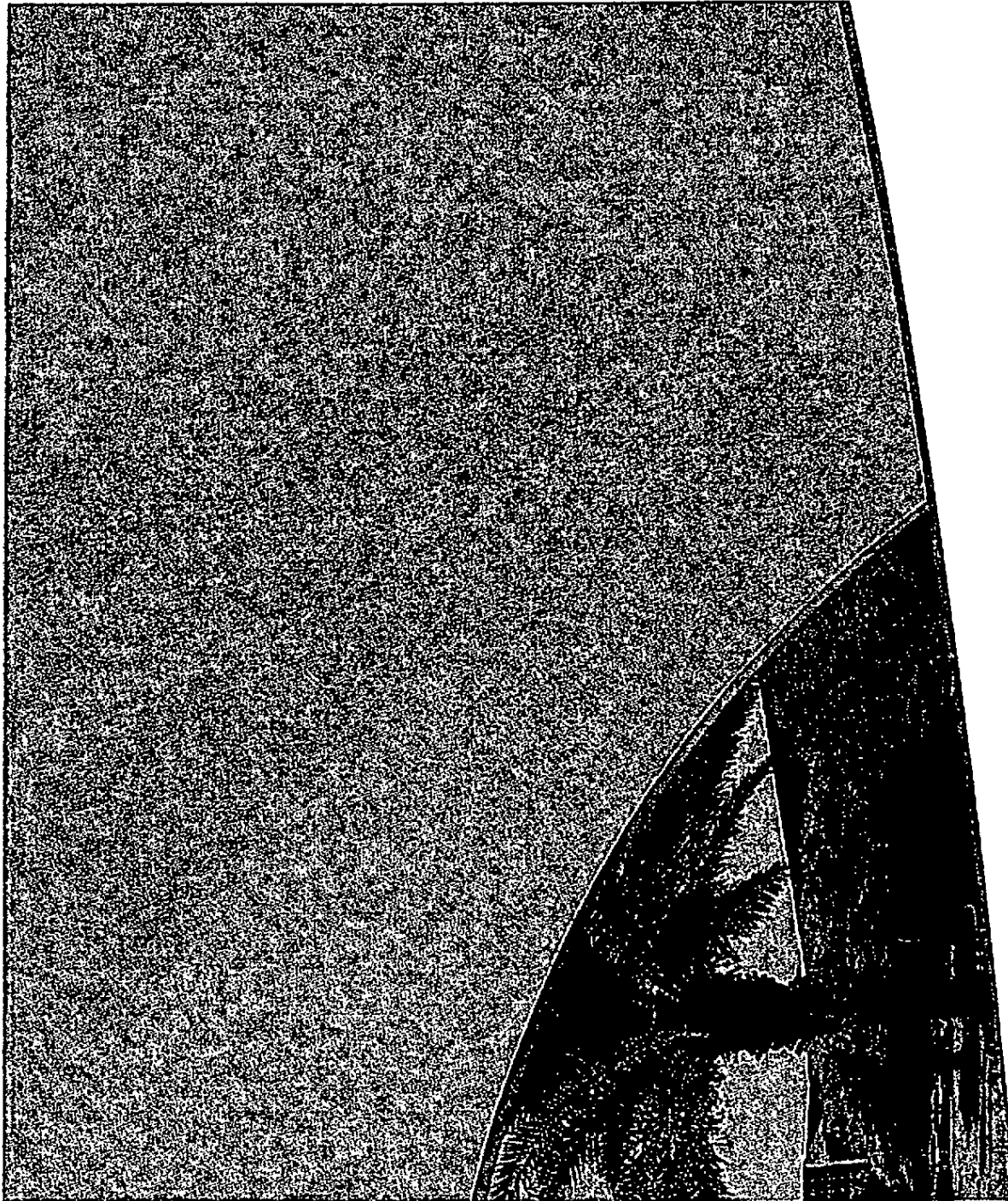
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#394 P.019/037

11/22/2019 14:12

From:



**FIFTY
WEST**

150 N. Lakeshore Drive, Ocoee, FL 34761
407.905.3100 x 1028
ocoeeτρα.com

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