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(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

☐ PICK-UP

☐ WAIT

☐ MAIL

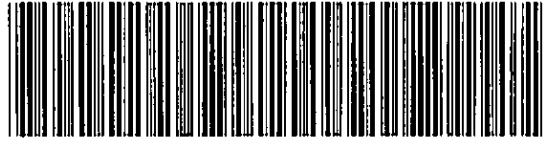
(Business Entity Name)

(Document Number)

Certified Copies _____ Certificates of Status _____

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2018 DEC 18 12:51:11
CALIFORNIA STATE BAR

FILED

K. SALY
JAN - 7 2020



NATIONAL FOOTBALL LEAGUE

December 17, 2019

VIA FEDERAL EXPRESS DELIVERY

Department of State
Registration Section
Division of Corporations
Trademark Unit-Clifton Building
2661 Executive Center Circle
Tallahassee, FL 32301

Re: NFL Properties LLC Super Bowl Related Trademark Applications

To Whom It May Concern:

Enclosed, please find eight Trademark applications for the following marks in the name of NFL Properties LLC:

MARK	CLASS
LIV	25
SUPER BOWL LIV & Design	9
SUPER BOWL LIV & Design	14
SUPER BOWL LIV & Design	16
SUPER BOWL LIV & Design	21
SUPER BOWL LIV & Design	24
SUPER BOWL LIV & Design	25
SUPER BOWL LIV & Design	28

Attached to each application are three specimens showing use of the mark and a check made payable to the Florida Department of State in the amount of \$87.50 to cover the filing fees.

If you have any questions, please feel free to contact me at (212) 450-2554 or Joshua.schleifer@nfl.com

Thank you for your assistance with these applications.

Sincerely,

Joshua L. Schleifer
Trademark Assistant

Encls.

COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: LIV

(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:

Joshua Schleifer

(Name of Person)

NFL Properties LLC

(Firm/Company)

345 Park Avenue

(Address)

New York, NY 10154

(City/State and Zip Code)

For further information concerning this matter, please call:

Joshua Schleifer

(Name of Person)

at (212) 450-2554

(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

TO: Division of Corporations
Post Office Box 6327
Tallahassee, FL 32314

FILED
20 DEC 18 PM 5:11
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: NFL Properties LLC
(b) Owner's/Applicant's business address: 345 Park Avenue
New York, NY 10154
City/State/Zip

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

(c) Owner's/Applicant's telephone number: 212) 450-2554

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: 107000006371
(2) Domicile State or Country: Delaware
(3) Federal Employer Identification Number: 13-4201375

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.)

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.)

Men's, women's and children's clothing, namely, t-shirts, caps, jackets and sweatshirts

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:

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:

The mark is used on the goods themselves, on labels or tags affixed to the goods, or
on point-of-sale displays

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:

25: Clothing

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: 10/01/2019

(b) Date first used in Florida: 10/01/2019

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.)

LIV

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.

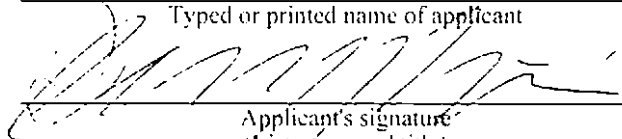
SIGNATURE OF APPLICANT/OWNER AND NOTARIZATION:

I, Douglas P. Paoletti

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.

Douglas P. Paoletti, Vice President & Secretary

Typed or printed name of applicant


Applicant's signature
(List name and title)


STATE OF New York

COUNTY OF New York

Sworn to and subscribed before me on this 12th day of December, 2019, Douglas P. Paoletti
(Name of Individual Signing)

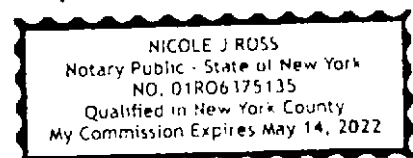
☒ who is personally known to me ☐ whose identity I proved on the basis of _____

(Seal)


Notary Public Signature
Nicole J. Ross
Notary's Printed Name

My Commission Expires: May 14, 2022

FILING FEE: \$87.50 per class



FILED
CLERK OF DISTRICT COURT
JAN 10 2020
NEW YORK

Men's New Era White/Black Super Bowl LIV Palms 9TWENTY Adjustable Hat. \$20.79 with code: NFL20. Offer ends in 08 hrs 17 min 11 sec. In stock. This item is in limited quantities only.

Men's New Era White/Black Super Bowl LIV Palms 9TWENTY Adjustable Hat

\$20.79 with code: NFL20
(Offer ends in 08 hrs 17 min 11 sec)

Quantity

Add to Cart

90 DAY RETURN

SHOPIRUNNER Try 2-day shipping & free returns. \$125 minimum.

You earn \$0.78 Exp. on this item.

Shipping

- This item ships within one business day.

Details

- Product ID: 3587086
- Unstructured; Meshed top
- Curved bill
- Adjustable fabric strap with slide buckle
- Embroidered graphics

