

Malloy & Malloy, P.L.

Patent, Trademark & Copyright Law

"Since 1959"

Registered Patent Attorneys
Trial and Appellate Counsel
Website: malloylaw.com

Miami Office

2800 S.W. Third Avenue
Miami, Florida 33129
Telephone: (305) 858-8000

Boca Raton Office

6751 N. Federal Hwy, Ste. 300
Boca Raton, Florida 33487
Telephone: (561) 243-1000

Jacksonville Office

10752 Deerwood Pk. Blvd, Ste. 100
Jacksonville, Florida 32256
Telephone: (904) 240-6000

March 27, 2020

VIA PRIORITY MAIL

Registration Section
Division of Corporations
P.O. Box 6327
Tallahassee, FL 32314

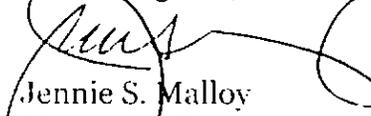
Attn: Karen Sally

Re: Florida Trademark Application –
"I THINK FINANCIAL" & DESIGN
MM Ref.: 3180.40240

Dear Ms. Sally:

Enclosed please find a trademark application, along with specimens, to be filed with the State of Florida regarding the above-referenced trademark. Also enclosed is our check in the amount of \$87.50 to cover the appropriate filing fees.

Kindest regards,


Jennie S. Malloy
Managing Partner
jsmalloy@malloylaw.com

Reply to: Miami Office

JSM/mrs
Attachments

2020 MAR 30 AM 8:51
STATE OF FLORIDA
DIVISION OF CORPORATIONS
TALLAHASSEE, FL 32314

COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: iTHINK (& 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:

Jennie S. Malloy, Esq.
(Name of Person)

Malloy & Malloy, P.L.
(Firm/Company)

2800 S.W. 3rd Avenue
(Address)

Miami, Florida 33129
(City/State and Zip Code)

For further information concerning this matter, please call:

Jennie S. Malloy at (305) 858-8000
(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.)

FILED
2020 MAR 30 AM 8:51
TALLAHASSEE, FLORIDA
STATE DEPT OF STATE

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: iTHINK Financial Credit Union

(b) Owner's/Applicant's business address: 1000 N.W. 17th Avenue
Delray Beach, Florida 33445
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: Credit Union

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: _____

(2) Domicile State or Country: Florida

(3) Federal Employer Identification Number: _____

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.)

Financial services, namely, credit union

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.)

11:11
2020 MAR 30 AM 8:51
STATE OF FLORIDA
SECRETARY OF STATE

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:

Advertising or promotional materials such as flyers, brochures, signs, internet website, etc.

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:

036

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: 03/02/2020

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STATE OF FLORIDA
DEPARTMENT OF REVENUE

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 mark consists of the words iTHINK FINANCIAL with a diamond shaped design

to the left of the word iTHINK



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 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, David Lyons, 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.

iTHINK Financial Credit Union
Typed or printed name of applicant
[Signature]
Applicant's signature
(List name and title)

STATE OF Florida
COUNTY OF Polk Beach

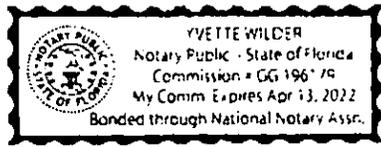
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2020 MAR 30 AM 8:51
NOTARY PUBLIC STATE OF FLORIDA

Sworn to and subscribed before me on this 23 day of March, 2020 David Lyons
(Name of Individual Signing)

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

[Signature]
Notary Public Signature
Yvette Wilder
Notary's Printed Name

(Seal)



My Commission Expires: 4-13-2022

FILING FEE: \$87.50 per class

▲ IBMSECU is now iTHINK Financial! [Click here for more information.](#)

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x
iTHINK
FINANCIAL



ONLINE BANKING LOGIN



What makes iTHINK Financial unique? Read on to find out!

Pages within About

Our History

In 1969, a group of IBM employees got together (each giving \$0.25) to form iTHINK Financial (formerly known as IBMSECU). Who would have thought that a set of quarters in 1969 would turn into one of the nation's largest credit unions with more than \$1.5 billion in assets and 95,000 members across the country? In 2019, the credit union celebrated its **50th Anniversary** with branch events throughout the year, concluding with the giveaway of a 1969 Ford Mustang Convertible.

What Makes iTHINK Financial Unique?

That's a good question. We are a financial institution similar to the others, but one thing sets us apart and makes a difference....

Our Personalized Service. Without It We'd Be Just Another Financial Institution!

Join iTHINK Financial today and you'll see the difference clearly. Read on to learn some of the many ways that we provide you with personalized service.

Our Mission Is Service Excellence!

At iTHINK Financial, we have made it our mission to provide our members with what we call Service Excellence. This means that each and every experience you have with your credit union should be a memorable one.

We have even developed the **Service Excellence Assurance Program** to ensure that you are treated the way you deserve to be treated, like our most valuable asset!

You're Not Only A Member – You're An Owner!

When you join the credit union, you automatically become an owner. We are a not-for-profit organization governed by a Board of Directors made up of members like you, elected by you. What you have to say really matters!

Providing The Right Solutions To Your Needs!

You can turn to your credit union for the right solutions to all of your financial needs! We have a complete range of products and services including: Checking and Savings accounts, Money Market accounts, Certificates, IRAs, First and Second Mortgages, Car Loans, Visa Credit Cards, Business Services, and much more. You can access these products and services on your terms: in the branch, online, over the phone, via email and more!

Trust And Respect. Values We Believe In!

We respect that you have many choices and we understand that by bringing your financial needs to the credit union, you have placed your trust in us. Our promise to you is that we have and will always strive to provide you with Service Excellence and Superior Financial Solutions!

Our Credit Union Staff

We are proud that our credit union staff is made up of people of many different cultures that speak many different languages. We work together to provide Service Excellence to our diverse membership!

Feel Confident Your Money Is Safe With Us!

Your savings at iTHINK Financial will continue to be federally insured to at least \$250,000 by the National Credit Union Administration (NCUA), a federal agency backed by the full faith and credit of the United States Government. For more information, please refer to NCUA's **Your Insured Funds**.

5-Star BauerFinancial Rating

Supporter of the World Council of Credit Unions

IBM South Florida Quarter Century Club & Alumni Association

Events



iTHINK Wealth Management "Meet and Greet" on Mar 1 - Mar 28

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BALANCE Webinar: IDENTITY THEFT SOLUTIONS on Apr 14

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BALANCE Webinar: IDENTITY THEFT SOLUTIONS on Apr 23

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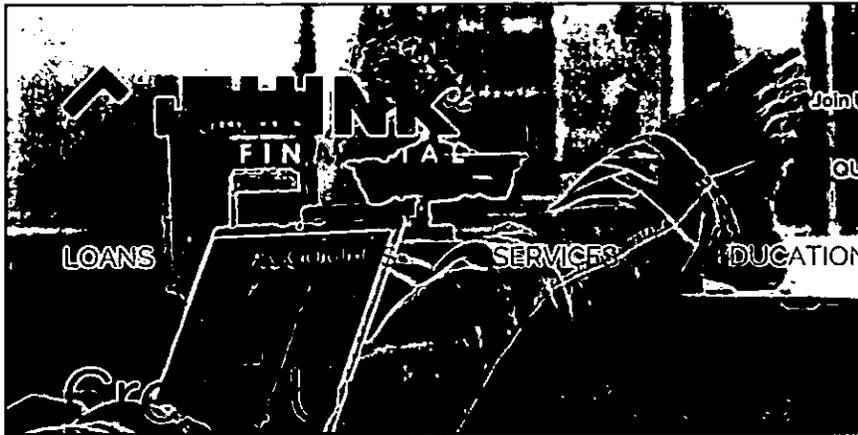
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Direct deposit your paycheck into your iTHINK Financial account. To direct deposit your Social Security or SSI payments, enroll at GoDirect.gov.

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Direct Payment

Save checks, stamps, and time by making automatic fixed loan payments to the Credit Union from your account at any financial institution.

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Request a Stop Payment of an ACH or Check transaction.

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Other Services

iTHINK Financial offers Official Checks,
Notary Services, and more!

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Events



iTHINK Wealth Management 'Meet and Greet' on Mar 1 - Mar 28
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BALANCE Webinar: IDENTITY THEFT SOLUTIONS on Apr 14
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BALANCE Webinar: IDENTITY THEFT SOLUTIONS on Apr 23
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Since 1969, our Credit Union has been built on "people helping people." We value your Membership and look forward to meeting all your financial needs. If you have any questions, please contact us, call 800.873.5100, or email serviceplus@ithinkfi.org



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Equal Housing Lender

Federally Insured by NCUA

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ATLANTA ASSISTANT FLOOR

