

T20000000996

(Requestor's Name)

(Address)

(Address)

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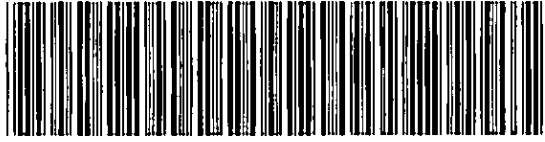
(Business Entity Name)

(Document Number)

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W2-98148

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09/15/20 --01012--001 --175.00

09/28/20--01003--003 ++37.50

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2020 SEP 22 PM 4: 38

SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

SEP 2



FLORIDA DEPARTMENT OF STATE  
Division of Corporations

August 31, 2020

CHRISTOPHER DEEM  
SMITH HAWKS, PL  
138 SIMONTON ST.  
KEY WEST, FL 33040

SUBJECT: VIVA THE KEYS & DESIGN OF GRAPHIC OF CONCH SHELL AND  
STAR ABOVE "VIVA" WRITTEN IN CURSIVE AND "THE KEYS" WRITTEN IN  
PRINT IN CAPITAL LETTERS BELOW  
Ref. Number: W20000098148

We have received your document for VIVA THE KEYS & DESIGN OF GRAPHIC OF CONCH SHELL AND STAR ABOVE "VIVA" WRITTEN IN CURSIVE AND "THE KEYS" WRITTEN IN PRINT IN CAPITAL LETTERS BELOW and your check(s) totaling \$175.00. However, the enclosed document has not been filed and is being returned for the following correction(s):

You must list a more specific product in #2(b) in Part I of the application.

Part I 2(d) states two classes, 25 (clothing) and 28 (toys). No specimens have been submitted for class 28. Specimens were submitted for class 16(stickers, coasters). Please submit specimens for class 28 and an additional check for \$87.50 if you need class 16 or remove those items from Part I 2(b).

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

Letter Number: 520A00016680

**COVER LETTER**

**TO:** Registration Section  
Division of Corporations

**SUBJECT:** Viva the Keys (LOGO)  
(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:

Christopher Deem  
(Name of Person)

Smith Hawks, PL  
(Firm/Company)

138 Simonton Street  
(Address)

Key West, Florida 33040  
(City/State and Zip Code)

For further information concerning this matter, please call:

Christopher Deem at ( 305 ) 296-7227  
(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

FILED

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: Viva the Keys LLC

(b) Owner's/Applicant's business address: 3216 Catherine Street

Big Pine Key, FL 33043

City/State/Zip

If different, Owner's/Applicant's mailing address: P.O. Box 420385

Summerland Key, FL 33042

City/State/Zip

(c) Owner's/Applicant's telephone number: (404) 277-3714

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: L20000151747

(2) Domicile State or Country: Florida

(3) Federal Employer Identification Number: 85-1876720

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.)

The mark is being used to identify Viva the Keys, LLC, whose trade is the manufacture of and/or have manufactured on the behalf of Viva the Keys, LLC products including:

Mens' apparel; womans' apparel; children's apparel; stickers; face masks; hats; and corn hole boards (games).

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 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:

A graphic of conch shell and star above "Viva" written in cursive and "THE KEYS" written in print in capital letters below. Imprinted on mens apparel; women's apparel; children's apparel; stickers; facemasks; hats and games such as cornhole.

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:

16; 25; and 28

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TALLAHASSEE, FLORIDA

**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: 05/17/2020

(b) Date first used in Florida: 05/17/2020

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**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 graphic of conch shell and star above "Viva" written in cursive and "THE KEYS" written in print in capital letters below.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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) "Viva" or "the Keys"

\_\_\_\_\_ "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, Margaret Whitcomb 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.

Margaret Whitcomb

Typed or printed name of applicant

Whitcomb, President

Applicant's signature  
(List name and title)

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STATE OF ~~Florida~~ Georgia

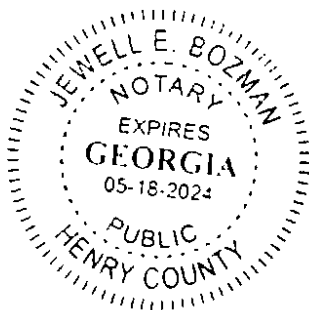
COUNTY OF ~~Monroe~~ Henry

Sworn to and subscribed before me on this 11 day of August, 2020, Margaret Whitcomb

(Name of Individual Signing)

who is personally known to me     whose identity I proved on the basis of Lisa Dawson  
LISA DAWSON

(Seal)



Jewell E Bozman

Notary Public Signature

Jewell E Bozman

Notary's Printed Name

My Commission Expires: 05-18-2024

FILING FEE: \$87.50 per class

Viva THE KEYS  
EXCLUSIVE

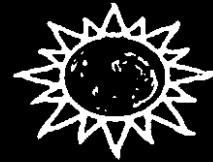
NEW

# CORNHOLE BOARDS



Viva  
THE KEYS

Viva  
THE KEYS



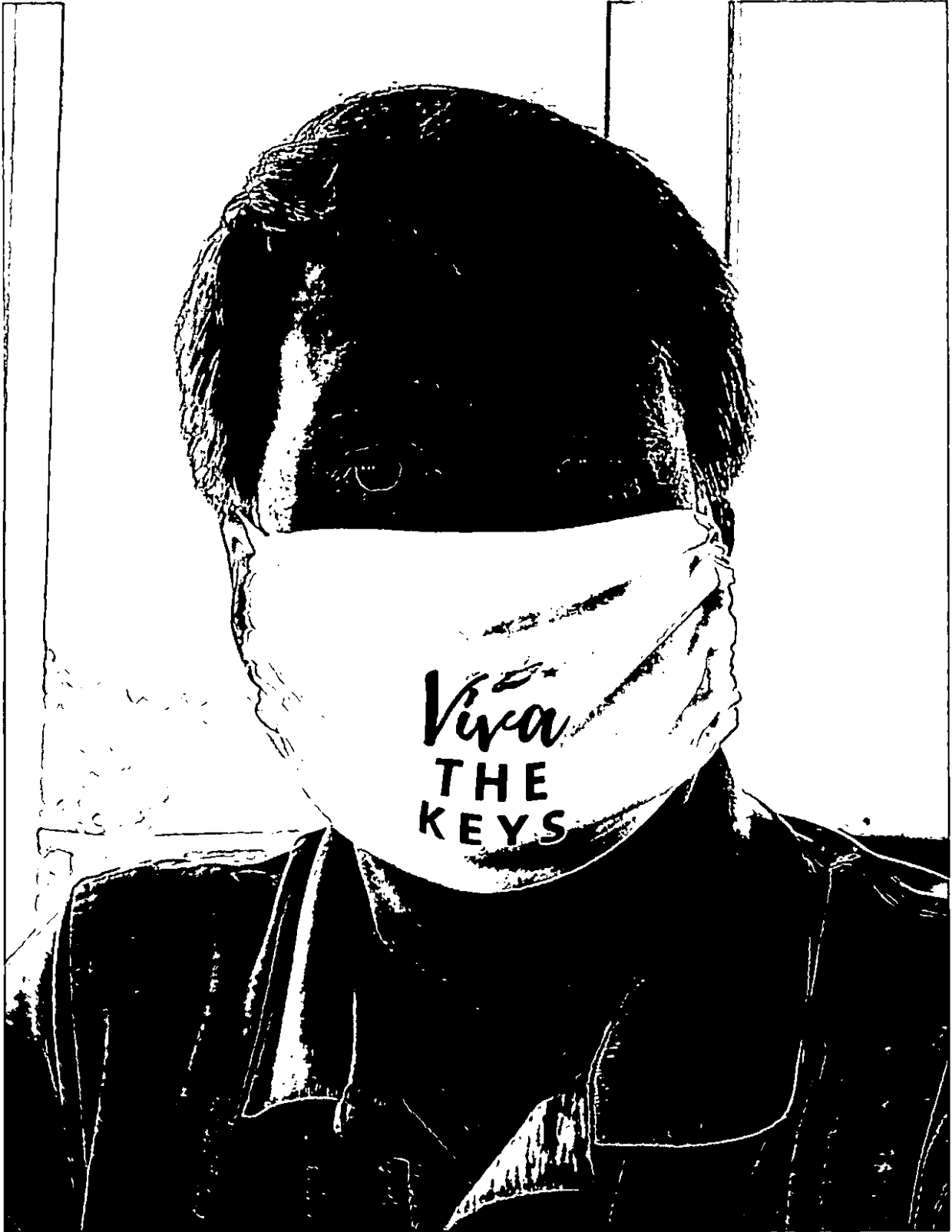
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THE KEYS



Viva  
THE KEYS



MADE IN THE USA







NOT ALL WHO WANDER ARE LOST

DON'T TOUCH MY LAPTOP



CONCH REPUBLIC 1020

Can And Spanish Style

Viva THE KEYS



JUDA BOWL KEY WEST, FLORIDA

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