

T21000000776

(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

PICK-UP WAIT MAIL

(Business Entity Name)

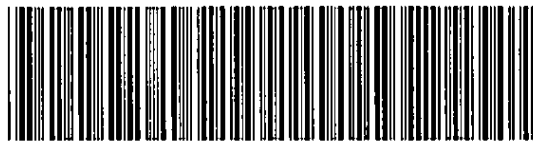
(Document Number)

Certified Copies _____ Certificates of Status _____

Special Instructions to Filing Officer:

W21-93312 Ex

Office Use Only



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06/18/21--01016--024 **87.50

STATE OF MISSISSIPPI
FALLARRESTED

2021 JUL 22 PM 4: 26

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AUG 3 2021



FLORIDA DEPARTMENT OF STATE
Division of Corporations

July 8, 2021

E. BRUCE STRAYHORN
STRAYHORN & PERSONS, PL
2125 FIRST STREET
FORT MYERS, FL 33901

SUBJECT: HIBISCUS APARTMENTS
Ref. Number: W21000093312

We have received your document for HIBISCUS APARTMENTS and your check(s) totaling \$87.50. However, the enclosed document has not been filed and is being returned for the following correction(s):

The specimens provided this office are not acceptable; we need three permanent specimens, **which may be the same or different**. We do not accept camera ready copies. We do not accept specimens which have been altered or defaced in any manner. In order to register your service mark, we need specimens from which we can determine the services being rendered. We will accept brochures, newspaper, or magazine advertisements, or business cards. If business cards are used, we must be able to determine from the business card the services offered. The mere mark, address, city, etc., on the business card, brochure, or advertisement is not acceptable -- we must be able to look at the specimens provided and be able to determine the services being rendered. We need specimens for each class of registration. We DO NOT accept letterhead, stationery, envelopes, invoices or mailing labels.

Please attach your specimens to a copy of this letter or to your corrected application, if it was returned to you for correction(s), and return it/them to this office for processing.

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: 121A00015616

A Tradition in Southwest Florida since 1915
STRAYHORN & PERSONS
ATTORNEYS AND COUNSELLORS AT LAW

E. Bruce Strayhorn
bruce@strayhornlaw.com

July 20, 2021

Jenna D. Persons
jpersons@strayhornlaw.com

VIA OVERNIGHT MAIL

Jennifer L. Fisher
jfisher@strayhornlaw.com

Division of Corporations
Attn: Karen A. Saly

Telephone: (239) 334-1260
Facsimile (239) 334-1069

PO Box 6327
Tallahassee, FL 32314

www.strayhornlaw.com

RE: Response to Letter No. 121A00015616

RECEIVED
JUL 22 2021

To Whom it May Concern:

We represent Alliance of Casa La Linda Corporation. Enclosed please find a resubmitted Application for the Registration of a Trademark or Service Mark and specimens showing actual use pursuant to Florida Statute 495.031(6). We are registering the service mark "Hibiscus Apartments". The "Hibiscus Apartments" mark was previously registered to our client, Alliance of Casa La Linda Corporation under mark number T16000000405. Unfortunately, we were a few months late in re-registering the service mark and thus submitted a new application.

We were notified by Letter No. 121A00015616 dated July 8, 2021, that the specimens submitted with the application were not acceptable to the Department. In response to this letter, please find the original application plus the following specimens:

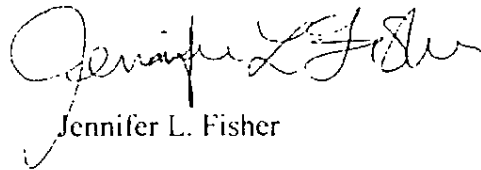
- Print out from the Tallahassee Democrat website showing "Hibiscus Apartments" being used to advertise apartments.
- Print out from the Tallahassee.com website showing "Hibiscus Apartments" being used to advertise apartments.
- Print out from FindTheCompany.com website showing "Hibiscus Apartments" being used to advertise apartments.
- A print out from the City of Fort Myers website showing "Hibiscus Apartments" being used in relation to apartment housing.
- A copy of a license from the State of Florida Department of Business and Professional Regulation showing "Hibiscus Apartments" being used in relations to an apartment complex.
- A copy of the previously issued Certificate from the Florida Secretary of State showing the mark "Hibiscus Apartments" as being registered in my client's name in relation to providing rental housing and apartment living.
- A copy of a bing map showing "Hibiscus Apartments" at the address of my client.
- A copy of the newspaper ad advertising the mark "Hibiscus Apartments" as belonging to my client, Alliance of Casa La Linda Corporation.

Page 2 of 2
Response to Letter No. 121A00015616
July 20, 2021

Letter No. 121A00015616 dated July 8, 2021, indicates the Department is still holding our check in the amount of \$87.50. Therefore, I believe the Department has all items necessary from our office at this time to issue the requested service mark registration. If you need any additional information from me, please do not hesitate to contact me on my cell phone at (562) 714-5072.

Thank you for your assistance with this matter.

Sincerely,

A handwritten signature in cursive script that reads "Jennifer L. Fisher". The signature is written in black ink and is positioned above the printed name.

Jennifer L. Fisher

Enclosures

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

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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: Alliance of Casa La Linda Corporation

(b) Owner's/Applicant's business address: 1515 Hough Street, #105

Fort Myers, FL 33901
City/State/Zip

If different, Owner's/Applicant's mailing address: PO Box #1844

Fort Myers, FL 33902
City/State/Zip

(c) Owner's/Applicant's telephone number: (239) 3341260

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: N97000005194

(2) Domicile State or Country: FL

(3) Federal Employer Identification Number: 65-0790636

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.)

Hibiscus Apartments is being used in connection with the service of providing rental housing and apartment living.

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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TALLAHASSEE COUNTY FLORIDA

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:

This service mark is used on numerous online apartment search website advertisements and the Yellow Pages.

This mark is also displayed on a sign on the property where the apartments are located.

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 36: Real Estate Affairs

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: February 4, 1999

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TALLAHASSEE FLORIDA

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.)

Hibiscus Apartments

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:

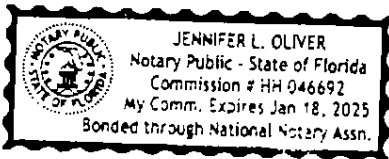
I, E. Bruce Stravhorn, as Director of Alliance, being sworn, depose and say that I am the owner and the applicant herein, or that I am authorized to sign on behalf of the owner and applicant herein, and to the best of my knowledge no other person except a related company has registered this mark in this 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.

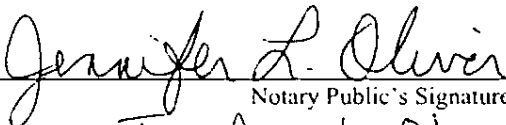
Alliance of Casa La Linda
Typed or printed name of applicant

Applicant's signature
(List name and title)

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STATE OF FLORIDA
TALLAHASSEE

STATE OF FLORIDA
COUNTY OF LEE

Sworn to (or affirmed) and subscribed before me by means of physical presence or online notarization, this (numeric date) this 30th day of June, 2021, by (E. Bruce Stravhorn).




Notary Public's Signature
Jennifer L. Oliver
Notary Public's Printed Name

Personally Known OR Produced Identification

Type of Identification Produced: _____

FILING FEE: \$87.50 per class

Data Central (/) / Lodging Inspections (/lodging-inspections)

Search Lodging Inspections

Lee



Enter restaurant name, address, city or street name

Hibiscus Apartments

3590 Seminole Ave, Fort Myers (County)

Business Informations

Board Code: 200 **District:** 7 **Region:** 15

License Type: Apartment

Rank Code: Nontransient Apartment

Licensee: ALLIANCE OF CASA LA LINDA

Business: HIBISCUS APARTMENTS

3590 Seminole Ave, Fort Myers (Lee county), FL, 33916.

License Number: NAP4604949

Primary Status: Current

Secondary Status: Active

License Expiry Date: Dec. 1, 2021

Number of Units : 6

Inspection Results & Disciplinary Actions

*Click **inspection disposition** to see detail report.

Inspection Number	Date	Disposition	Number of Violations
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Inspection Number	Date	Disposition	Number of Violations
1495336	May 21, 2021	Inspection Completed - No Further Action (Met Inspection Standards) View Inspection Detail	1
1471953	April 30, 2020	Inspection Completed - No Further Action	0
1400787	June 15, 2017	Inspection Completed - No Further Action	0
1379708	Feb. 17, 2016	Inspection Completed - No Further Action	0
1358006	March 10, 2015	Inspection Completed - No Further Action	0
1343173	May 8, 2014	Inspection Completed - No Further Action	0
1316244	Feb. 6, 2013	Inspection Completed - No Further Action	0

Disclaimer: These records are sanitation and safety inspections conducted by the Division of Hotels and Restaurants on public food service establishments. Each inspection report is a "snapshot" of conditions present at the time of the inspection. On any given day, an establishment may have fewer or more violations than noted in their most recent inspection. An inspection conducted on any given day may not be representative of the overall, long-term conditions at the establishment. Information is updated weekly or you can search for the most recent records for a particular establishment using the DBPR Online Services (<https://www.myfloridalicense.com/wl11.asp?mode=0&SID=&brd=H>).

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Learn everything about the organization you're researching.

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Info Corporate Data Competitive Landscape Review



Hibiscus Apartments

Fort Myers - Apartment Building Operators

Be the first to review

Address:

3590 Seminole Ave
Fort Myers, Florida 33916-1154
United States

Hibiscus Apartments is a small apartment building operator in Fort Myers, Florida. It opened in 2008 and now has an estimated \$140,000 in yearly revenue and approximately 2 employees.

Find Another Company

Get a business credit report

General Information

Share

☰ City of Fort Myers

Public Information

Search

All ▾

for

hibiscus apartments

Exact Phrase

 Search [Reset](#)  Export

Found 1 result

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License Number BUS2006-50432

Company Name ALLIANCE OF CASA LA LINDA CORP

Applied Date 01/01/1900

License Type Rental & Lodging - (20) Apartment House

Period Start Date 07/29/2020

Expiration Date 09/30/2021

License Status Issued

Address 3590 SEMINOLE AVE FT MYERS FL 33916

Company Type Non-Profit

Industry Classification

Business Status Active

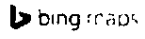
Description APARTMENT HOUSES (0020)

Main Parcel 10245273

DBA HIBISCUS APARTMENTS

Opened Date

Closed Date



Hibiscus Apartments

Address: PO Box 1844, Fort Myers, FL 33902



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