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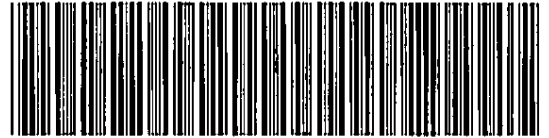
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OCT 26 2022

10/25



FLORIDA DEPARTMENT OF STATE
Division of Corporations

September 29, 2022

DARREN HEITNER
HEITNER LEGAL, P.L.L.C.
215 HENDRICKS ISLE
FORT LAUDERDALE, FL 33301

SUBJECT: MOVING TO FLORIDA GUIDE
Ref. Number: W22000123952

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

Although we received your application and check(s), no specimens were included. Section 495.031(5), F.S., requires every trademark and/or service mark application to be accompanied by three specimens (or examples). Please submit three specimens for each class of registration. (NOTE: Letterhead, stationery, envelopes, invoices and mailing labels are not accepted.)

We need three permanent specimens, **which may be the same or different.** TYPED or HANDWRITTEN MATERIALS ARE NOT ACCEPTABLE. We do not accept specimens which have been ALTERED or DEFACED. ANY SIZE SPECIMENS ARE ACCEPTABLE. If your mark falls under the classification of a trademark (classes 1-34), we need the labels, tags, decals, containers, boxes, wrappers or 3 LEGIBLE photographs of the goods or products with the specimen affixed. IF YOUR MARK FALLS UNDER THE CLASSIFICATION OF A SERVICE MARK (CLASSES 35-45), WE NEED SPECIMENS FROM WHICH WE CAN DETERMINE THE SERVICE(S) BEING RENDERED. We will accept magazine and-or newspaper advertisements, brochures or business cards. If business cards are submitted, we must be able to determine the services being rendered. If your mark falls under the classification of both a trade and service mark, we need specimens for both. **WE WILL NOT ACCEPT LETTERHEAD STATIONERY, ENVELOPES OR INVOICES AS SPECIMENS.**

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

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OCT 25 2022

(850) 245-6051.

Karen A Saly
Regulatory Specialist II

Letter Number: 322A00021784

COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: MOVING TO FLORIDA GUIDE
_____ (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:

Darren Heitner
_____ (Name of Person)

Heitner Legal, P.L.L.C.
_____ (Firm/Company)

215 Hendricks Isle
_____ (Address)

Fort Lauderdale, FL 33301
_____ (City/State and Zip Code)

For further information concerning this matter, please call:

Darren Heitner at (954) 5586999
_____ (Name of Person) _____ (Area Code & Daytime Telephone Number)

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

Street Address:
Registration Section
Division of Corporations
The Centre of Tallahassee
2415 N. Monroe Street, Suite 810
Tallahassee, FL 32303

(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

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2022 OCT 25 PM 4:17
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: Paul W. Anderson

(b) Owner's/Applicant's business address: 5342 Clark Road, Ste 114
Sarasota, FL 34233
City/State/Zip

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

(c) Owner's/Applicant's telephone number: (941) 266-7792

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: _____
- (2) Domicile State or Country: _____
- (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.)

Real estate consultancy; Providing information in the field of real estate via a website.

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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11 17
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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:

It is being used on <https://movingtofloridaguide.com/> and all of its subpages.

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.

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: 06/05/2021

(b) Date first used in Florida: 06/05/2021

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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.)

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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)" FLORIDA

_____ " 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, PAUL W. ANDERSON, 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.

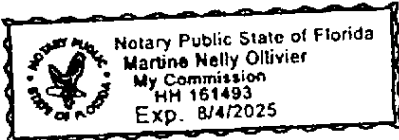
Paul W. Anderson PAUL W. ANDERSON
Typed or printed name of applicant

Paul W. ANDERSON / OWNER
Applicant's signature
(List name and title)

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2022 OCT 25 PM 4:17
CLERK OF DISTRICT COURT
SARASOTA, FLORIDA

STATE OF FLORIDA
COUNTY OF SARASOTA

Sworn to (or affirmed) and subscribed before me by means of physical presence or online notarization, this (numeric date) this 9 day of Sept, 2022 by (ANDERSON PAUL W.).
numeric date month year name of person making statement



Martine N Ollivier
Notary Public's Signature

MARTINE N OLLIVIER
Notary Public's Printed Name

Personally Known OR Produced Identification DRIVER LICENSE

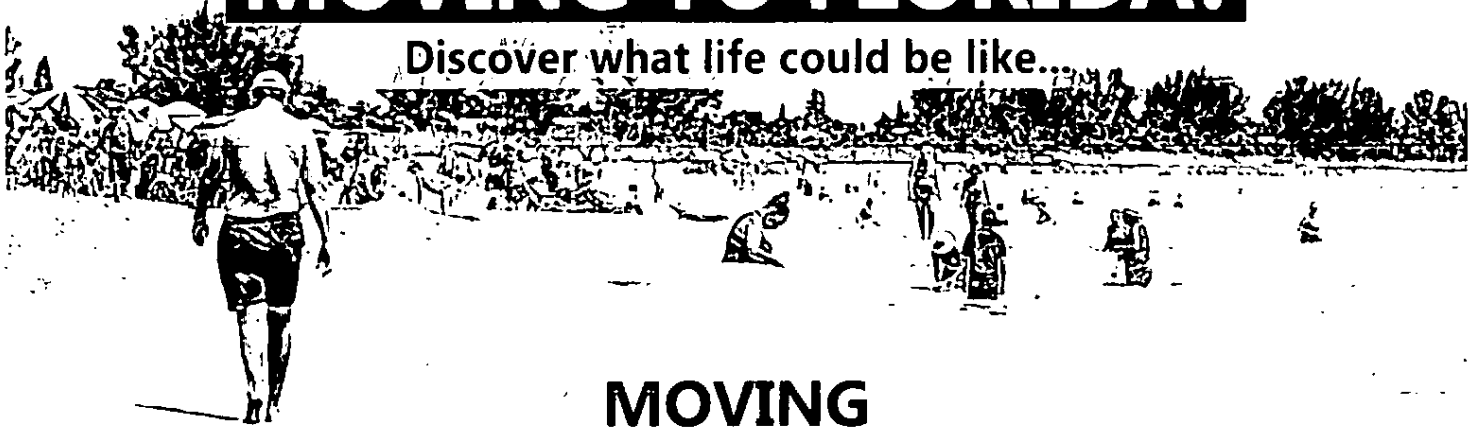
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Intro

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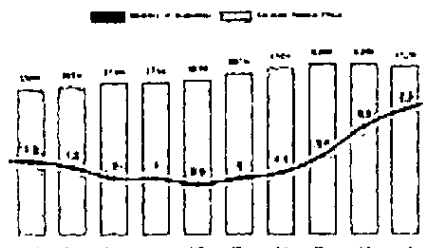
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LA Median Home Price vs Inventory

Median large family homes, past 12 months

As this report on multiple states releases for the rest of 2022, we are seeing a recovery of single family homes measured in months. As of August 31, the 9 of 2022 median price for home prices have increased from their price



Realtor.com, August 2022

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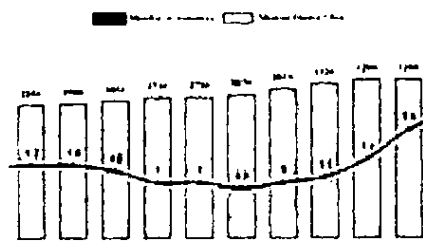
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LA Median Home Price vs Inventory

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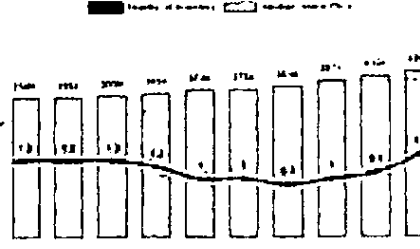


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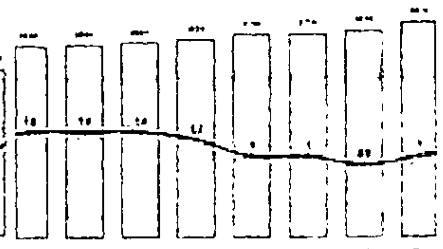


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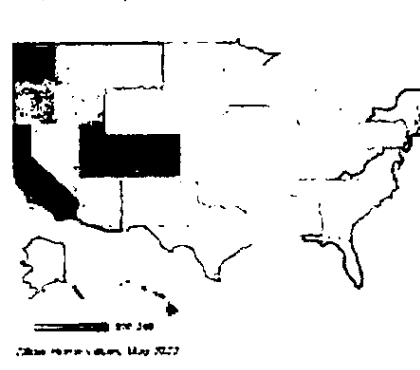
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Realtor.com, July 2022

State	Median Price	Months of Inventory
Alabama	145k	1.8
Alaska	285k	1.8
Arizona	245k	1.8
Arkansas	135k	1.8
California	275k	1.8
Colorado	215k	1.8
Connecticut	215k	1.8
Delaware	215k	1.8
District of Columbia	215k	1.8
Florida	215k	1.8
Georgia	135k	1.8
Hawaii	215k	1.8
Idaho	215k	1.8
Illinois	135k	1.8
Indiana	135k	1.8
Iowa	135k	1.8
Kansas	135k	1.8
Kentucky	135k	1.8
Louisiana	135k	1.8
Maine	215k	1.8
Maryland	215k	1.8
Massachusetts	215k	1.8
Michigan	135k	1.8
Minnesota	135k	1.8
Mississippi	135k	1.8
Missouri	135k	1.8
Montana	215k	1.8
Nebraska	135k	1.8
Nevada	215k	1.8
New Hampshire	215k	1.8
New Jersey	215k	1.8
New Mexico	215k	1.8
New York	215k	1.8
North Carolina	135k	1.8
North Dakota	215k	1.8
Ohio	135k	1.8
Oklahoma	135k	1.8
Oregon	215k	1.8
Pennsylvania	135k	1.8
Rhode Island	215k	1.8
South Carolina	135k	1.8
South Dakota	215k	1.8
Tennessee	135k	1.8
Texas	215k	1.8
Utah	215k	1.8
Vermont	215k	1.8
Virginia	215k	1.8
Washington	215k	1.8
West Virginia	135k	1.8
Wisconsin	135k	1.8
Wyoming	215k	1.8

Map of Median Home Prices per State



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September 21 at 11:26 AM

AUG 2022 - FLORIDA HOME PRICES DECLINE AGAIN

For two consecutive months in a row, median Florida home prices have now declined. Inventory levels have also risen to 2.4 months in August, up from 2.2 months in July.

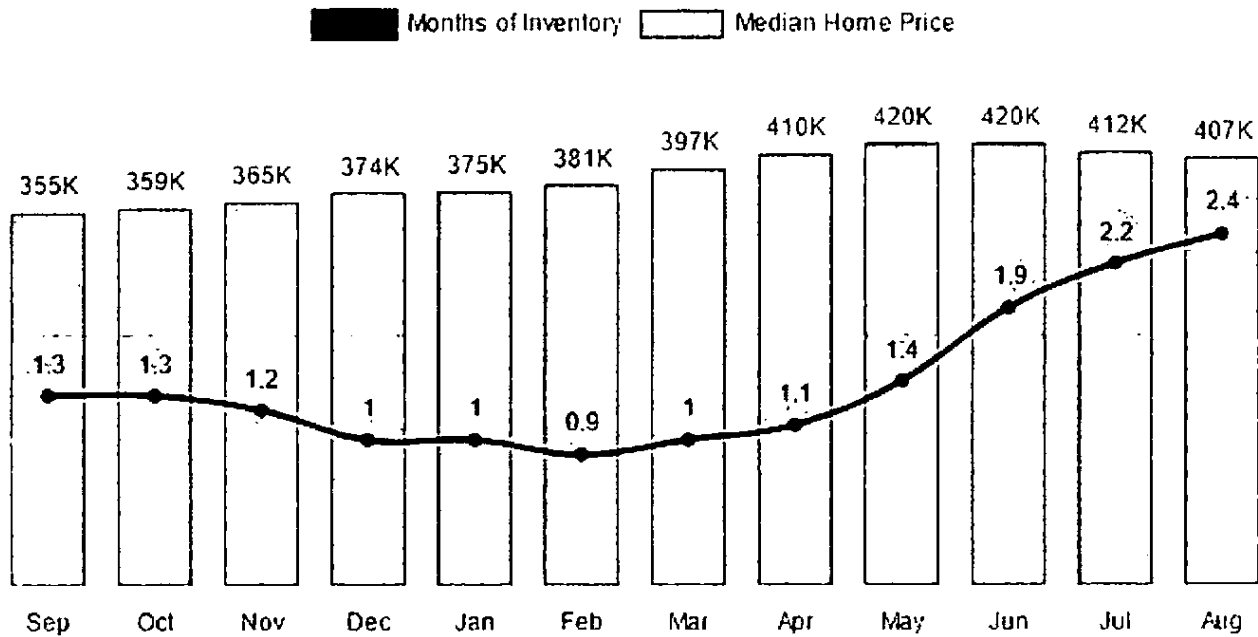
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Florida Median Home Price vs Inventory

Plotted values are single family homes, past 12 months

As we have now experienced multiple interest rate hikes since the start of 2022, we are now seeing where the inventory of single family homes (measured in months) is starting to rise from its historic lows. As of August 2022, median Florida home prices have now declined two consecutive months in a row.



Source: FloridaRealtors.org, August 2022

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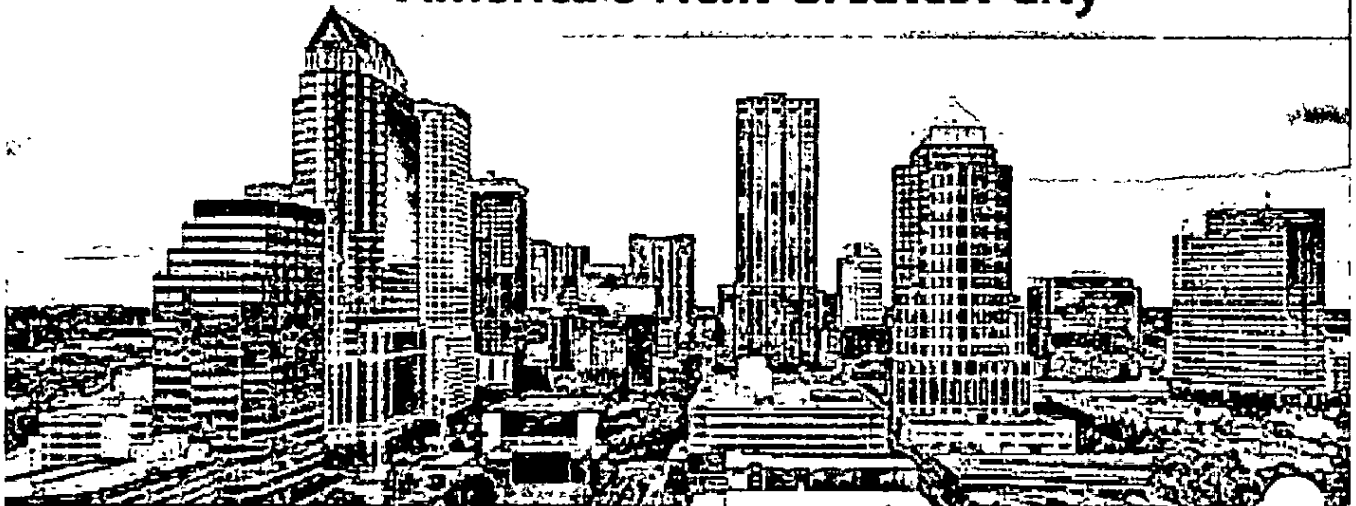


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