

TR3000000910

(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

PICK-UP WAIT MAIL

(Business Entity Name)

(Document Number)

Certified Copies _____ Certificates of Status _____

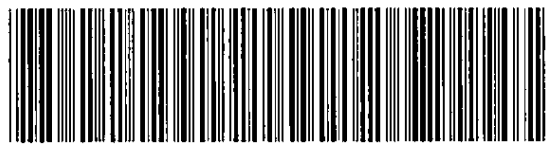
Special Instructions to Filing Officer.

123-123160

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Category
TR - 175.00

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23 OCT 10 11:12 AM
CLERK

K. SALY
OCT 11 2023



FLORIDA DEPARTMENT OF STATE
Division of Corporations

September 11, 2023

DELAILA ESTEFANO
ESTEFANO LAW, P.A.
1600 PONCE DE LEON BLVD, STE. 804
CORAL GABLES, FL 33134

SUBJECT: JENSEN'S LIQUORS & DESIGN: "JENSEN'S" IN RED STYLIZED
SCRIPT OVER THE WORD "LIQUORS" IN BLUE..?
Ref. Number: W23000123160

We have received your document for JENSEN'S LIQUORS & DESIGN:
"JENSEN'S" IN RED STYLIZED SCRIPT OVER THE WORD "LIQUORS" IN
BLUE..? 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.

Class(es) 33 & 35 would appear applicable to your specific mark. Please delete
the class(es) you have on line 2 (d) and insert the pertinent class(es) 33 & 35.

Part III appears incomplete as if the wording continues after the word blue.
Please be sure Part III reads as you wish to file.

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
will accept specimens for both. WE WILL NOT ACCEPT LETTERHEAD

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: 823A00020774



DELAILA J. ESTEFANO, ESQ.
Attorney at law

FLORIDA SUPREME COURT
CERTIFIED FAMILY MEDIATOR

VIA REGULAR MAIL

October 2, 2023

Division of Corporations
Ms. Karen A. Saly
Regulatory Specialist II
PO BOX 6327
Tallahassee, Florida 32314

**RE: Subject: Jensen's Trademark
Ref. Number W23000123160
Letter Number:823A0020774**

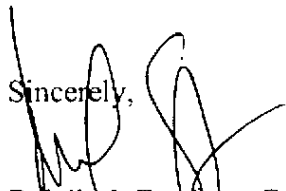
Dear Ms. Saly,

In response to your letter dated September 11, 2023, enclosed please find an amended application for the trademark "JENSEN'S" for class 33 and class 35. I have also enclosed 3 specimens for each class.

Hopefully, this will address the insufficiencies of the prior application, and the mark can be registered. Thank you in advance for your assistance in this matter.

If you have any questions, or need additional information, please do not hesitate to contact the undersigned.

Sincerely,


Delaila J. Estefano, Esq.
Estefano Law, P.A.

RECEIVED
OCT 10 2023

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
2023 OCT 10 PM 12:41
Tallahassee, FL

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: Jensen's Liquors, Inc.

(b) Owner's/Applicant's business address: 1516 Nw 27th Ave
Miami, Florida 33125
City/State/Zip

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

(c) Owner's/Applicant's telephone number: (305) 546-2400

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: P08000017302

(2) Domicile State or Country: Florida

(3) Federal Employer Identification Number: 46-1495897

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.)

Retail Liquor Stores

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.)

Vodka and water

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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:

The logo is used on the retail stores, on flyers, business cards, advertisement.

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 imprinted on the products or on the labels.

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 33 and class 25

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: 2/15/2008 _____

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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.)

The mark consists of the name Jensen's in a stylized script in a curved form.

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)" _____

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, Delaila Estefano, Esq., 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.

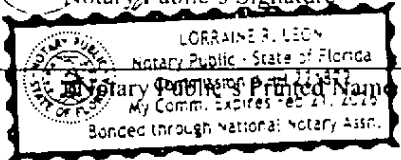
Delaila Estefano, Attorney for applicant
Typed or printed name of applicant
[Signature] attorney
Applicant's signature
(List name and title)

FILED
2023 OCT 10 11:12:41
MILWAUKEE

STATE OF FLORIDA
COUNTY OF Miami Dade

Sworn to (or affirmed) and subscribed before me by means of physical presence or online notarization, this (numeric date) this 2 day of June, 2023 by Delaila Estefano
numeric date month year name of person making statement

[Signature]
Notary Public's Signature



Personally Known OR Produced Identification

Type of Identification Produced: _____

FILING FEE: \$87.50 per class

Jensen's

TOW-AWAY
ZONE
905-637-5000





