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(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

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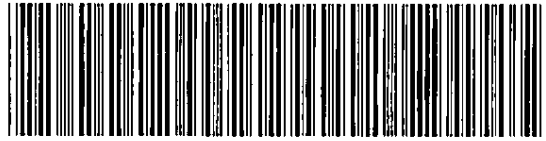
(Business Entity Name)

(Document Number)

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## COVER LETTER

TO: Registration Section  
Division of Corporations

SUBJECT: THE MULTIFAMILYFIRM (WORDS AND 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:

KYLE A KEELAN

(Name of Person)

THE MULTIFAMILY FIRM

(Firm/Company)

2803 FRUITVILLE ROAD SUITE 140

(Address)

SARASOTA, FLORIDA 34237

(City/State and Zip Code)

For further information concerning this matter, please call:

KYLE A KEELAN

(Name of Person)

727

251-5953

at (

(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**

RECEIVED  
MAR 11 2003

**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: THE MULTIFAMILYFIRM, LLC

(b) Owner's/Applicant's business address: 2803 FRUITVILLE ROAD SUITE 140  
SARASOTA FLORDIA 34237  
City/State/Zip

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

(c) Owner's/Applicant's telephone number: 727 251-5953

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: L19000050790

(2) Domicile State or Country: FLORIDA

(3) Federal Employer Identification Number: 83-3783619

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 BROKERAGE

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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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 MARK HAS BEEN USED ON OUR WEBSITE WWW.MULTIFAMILYFIRM.COM  
SINGNATURE LINES, LISTING AND REPRESENTATION AGREEMENTS, POSTCARDS AND FLYERS SENT VIA EMAIL  
AND ON OFFICE SIGNAGE.

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:

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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

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## 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: JUNE 5, 2019

## 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.)

(DESIGN OF A SIMPLE ROOFTOP, AND THEN 2 ADDITIONAL SLANTED LINES TO THE RIGHT

OF ROOFTOP. ABOVE THE FOLLOWING WORDS) THE MULTIFAMILY FIRM

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) "THE" "MULTIFAMILY" "FIRM"

" APART FROM THE MARK AS SHOWN.

3. ATTACH OR INCLUDE THREE SPECIMENS OR EXAMPLES OF THE TRADEMARK OR SERVICE MARK BEING REGISTERED

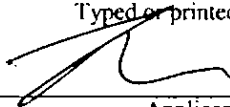
Chapter 495, F.S., requires you to submit three specimens (samples or examples) of the mark in use. You must submit three specimens FOR EACH CLASS listed in Part I #2(d). The name, logo, design and/or slogan on the specimens must be identical to the name, logo, design and/or slogan being registered. 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, KYLE A KEELAN, 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.

KYLE A KEELAN

Typed or printed name of applicant

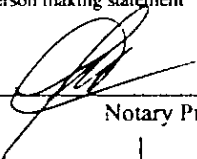
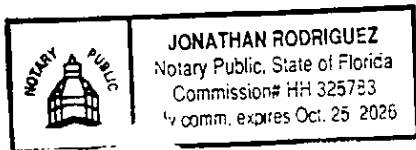


Applicant's signature  
(List name and title)

STATE OF FLORIDA

COUNTY OF Hillsborough

Sworn to (or affirmed) and subscribed before me by means of ☒ physical presence or ☐ online notarization, this (numeric date) this 28<sup>th</sup> day of October, 2021, by ( Kyle Keelan ).  
numeric date                      month                      year                      name of person making statement



Notary Public's Signature

Jonathan Rodriguez

Notary Public's Printed Name

Personally Known ☐ OR Produced Identification ☒ Florida Driver's License

Type of Identification Produced: FLD

**FILING FEE: \$87.50 per class**



THE  
MULTIFAMILY  
FIRM™

**Kyle A. Keelan**

*Co-Founder // Managing Partner*

o: 813.773.6737 // c: 727.251.5953

Kyle@MultifamilyFirm.com

2503 Fruitville Rd. Suite 140 // Sarasota, FL 34237

WWW.MULTIFAMILYFIRM.COM



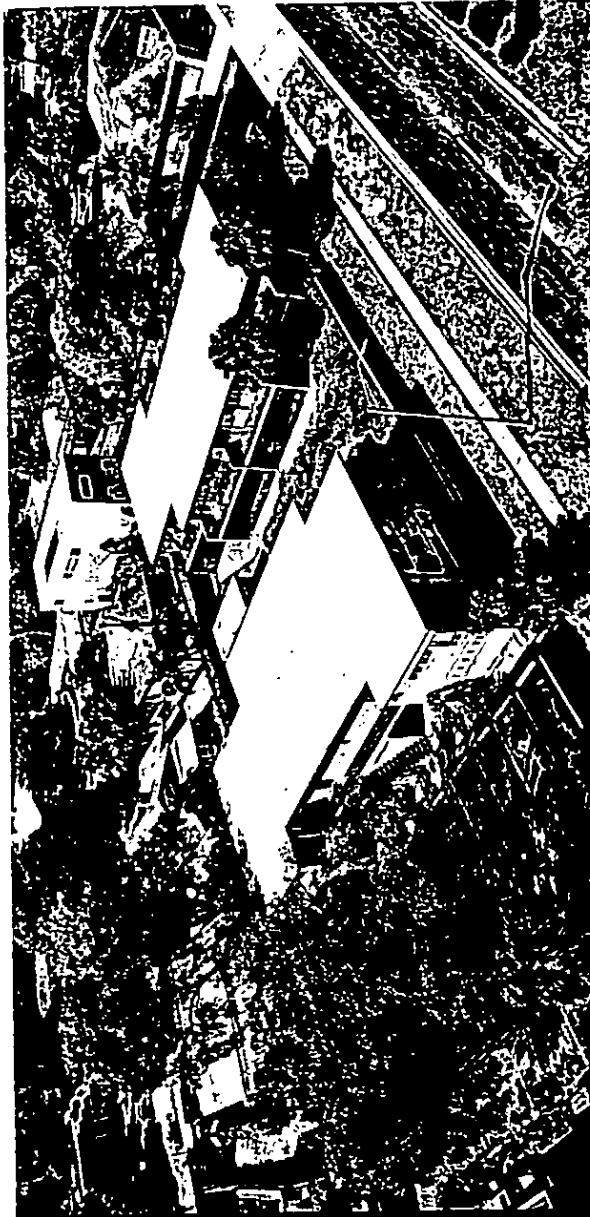
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[www.MultifamilyFirm.com](http://www.MultifamilyFirm.com)

# JUST SOLD!!



## 16-Unit Apartment Complex in Sarasota, Florida

Brokered Acquisition in 2018 and Current Sale,  
Producing 126% Return on Investment for Seller



\$3,275,000  
SALE PRICE



\$204,688  
PER UNIT



BUILT  
IN 1972



SARASOTA  
FLORIDA



OUR 2<sup>ND</sup> SALE OF THE  
ASSET IN 4-YEARS

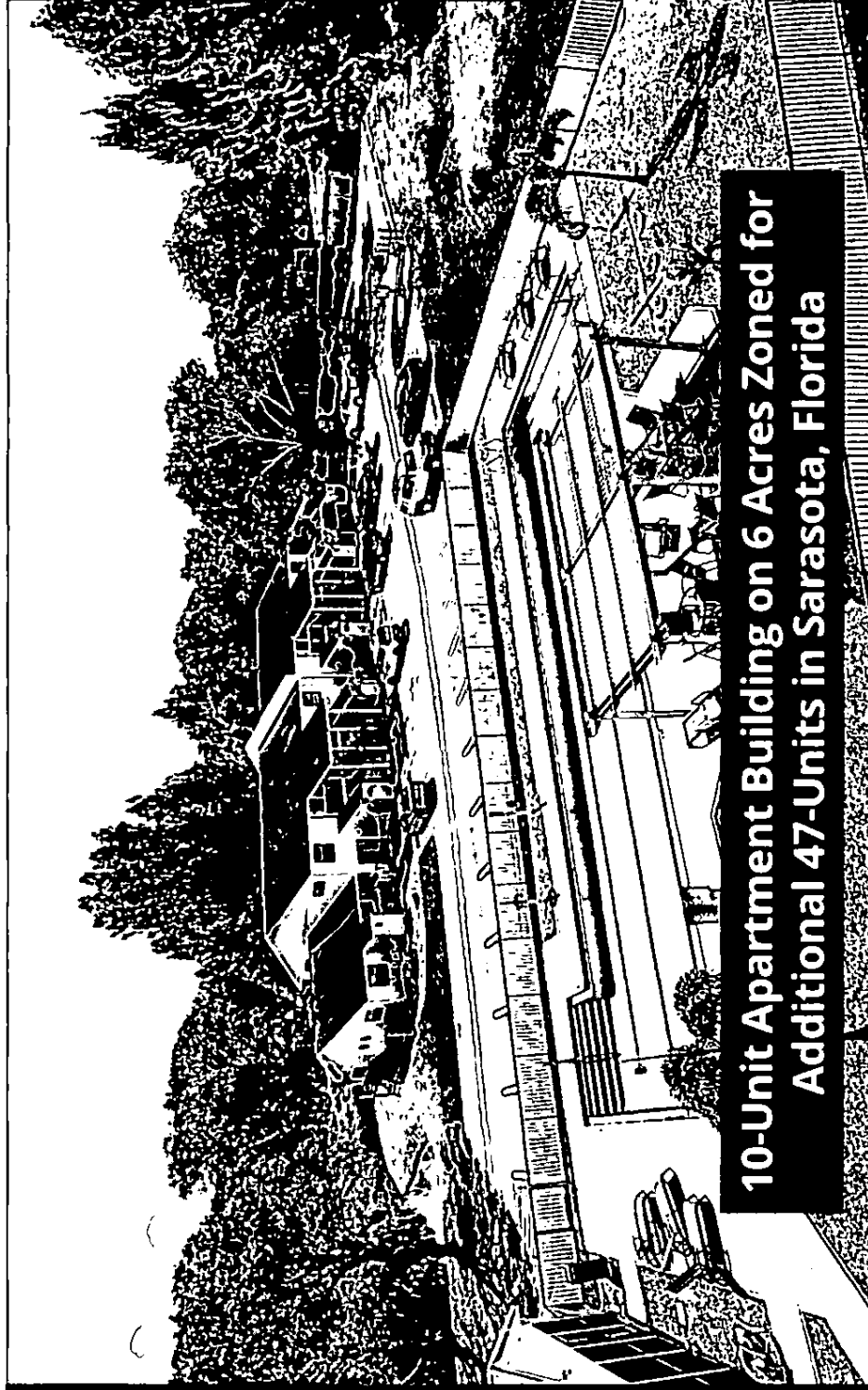
CALL FOR MORE INFORMATION AND/OR COMPLIMENTARY PROPERTY VALUATION



THE  
MULTIFAMILY  
FIRM™

[www.MultifamilyFirm.com](http://www.MultifamilyFirm.com)

JUST  
SOLD!!



10-Unit Apartment Building on 6 Acres Zoned for  
Additional 47-Units in Sarasota, Florida



\$3,500,000  
SALE PRICE



\$230,000  
PER UNIT



\$25,532 PER  
POTENTIAL UNIT



BUILT  
IN 1986



SARASOTA  
FLORIDA



16 OFFERS & 461  
REGISTERED BUYERS

CALL FOR MORE INFORMATION AND/OR COMPLIMENTARY PROPERTY VALUATION



## THE MULTIFAMILY FIRM™

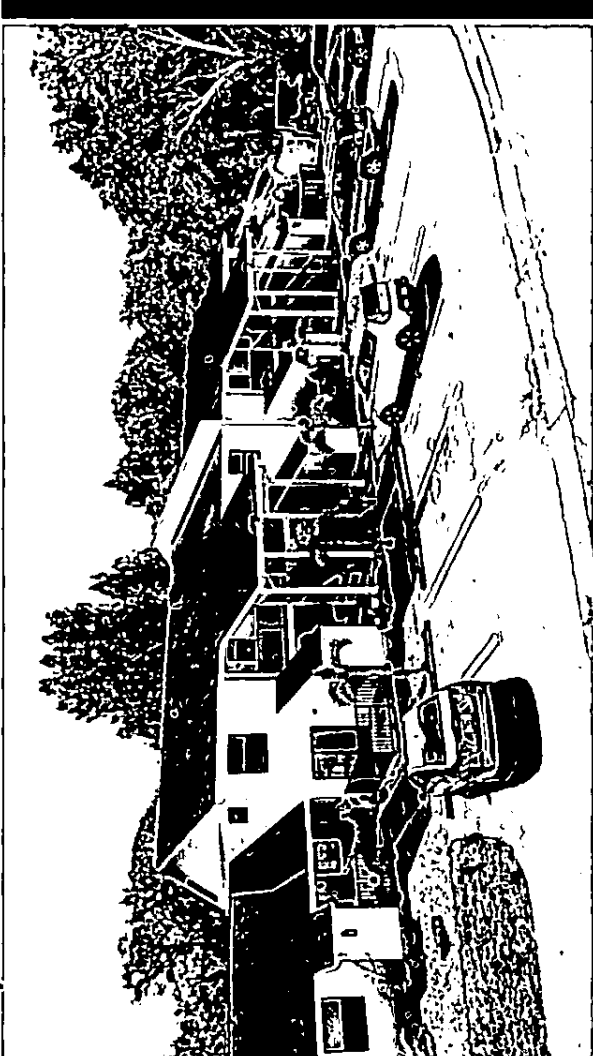
2803 Fruitville Road, Suite 140  
Sarasota, FL 34237

*MultifamilyFirm.com*

*The Multifamily Firm is a premier investment real estate brokerage exclusively focused on the disposition & acquisition of multifamily properties. Based in Sarasota and Tampa Florida, the firm is strongly positioned at the epicenter of economic growth and activity on the West Coast of Florida.*

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- Sold for \$230K Per Existing Unit & \$25,532 Per Potential Unit
- 10-Units on 6 Acres Zoned for Additional 47-Units
- Produced 16 Offers & 461 Registered Buyers (Local, Out-of-State & International)
- Sold by The Multifamily Firm for 2nd Time in 2 Years Producing an 18% Increase in Value

### CALL FOR A COMPLIMENTARY PROPERTY VALUATION

**Phil Ginexi**

*Co-Founder*

(941) 444-6160

Phil@MultifamilyFirm.com

**Kyle A. Keelan**

*Co-Founder*

(813) 773-6737

Kyle@MultifamilyFirm.com



THE  
MULTIFAMILY  
FIRM™

SECTION 1

EXECUTIVE SUMMARY

IN THIS SECTION

OFFERING SUMMARY

PROPERTY HIGHLIGHTS

EXTERIOR PHOTO

PROPERTY DETAILS

MULTIFAMILYFIRM.COM

