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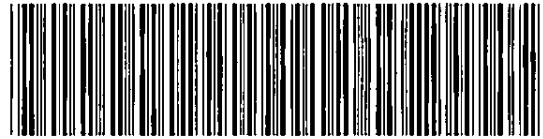
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TALLAHASSEE, FL

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## COVER LETTER

TO: Registration Section  
Division of Corporations

SUBJECT: Howey-in-the-Hills Founder's Day

(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:

Victoria Roszkiewicz

(Name of Person)

Town of Howey-in-the-Hills

(Firm/Company)

101 N. Palm Ave, P.O. Box 128

(Address)

Howey-in-the-Hills, FL 34737

(City/State and Zip Code)

For further information concerning this matter, please call:

Sean O'Keefe

352

324-2290

at ( )

(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.)

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SECRETARY OF STATE  
TALLAHASSEE, FL

**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**

**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: Town of Howey-in-the-Hills

(b) Owner's/Applicant's business address: 101 N. Palm Ave

Howey-in-the-Hills, FL 34737

City/State/Zip

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

City/State/Zip

(c) Owner's/Applicant's telephone number: ( 352 ) 324-2290

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: Municipality

(2) Domicile State or Country: Florida

(3) Federal Employer Identification Number: 591061566

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.)

Organizing and hosting community festivals, parades, live music performances, vendor fairs, and public celebrations in recognition of

the town of Howey-in-the-Hills' founding

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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SECRETARY OF STATE  
ATLANTA, GA 30333, FL

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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 name is used on promotional flyers and banners, as well as on the town's official website and social media pages to advertise the Founder's Day event to the public.

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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:

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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 41

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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: 04/09/2024

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TALLAHASSEE, FL

## 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.)

Howey-in-the-Hills Founder's Day

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) " Howey-in-the-Hills Founder's Day

\_\_\_\_\_ " 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.

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CLERK OF DISTRICT COURT  
JACKSONVILLE, FLORIDA

SIGNATURE OF APPLICANT/OWNER AND NOTARIZATION:

I, Victoria Roszkiewicz, 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.

Victoria Roszkiewicz

Typed or printed name of applicant

[Signature]  
Applicant's signature  
(List name and title)

STATE OF FLORIDA

COUNTY OF Lake

Sworn to (or affirmed) and subscribed before me by means of ☒ physical presence or ☐ online notarization, this (numeric date) this 7th day of April, 2025 by (Victoria Roszkiewicz).  
numeric date month year name of person making statement



**JOHN MORGAN BROCK**  
Notary Public  
State of Florida  
Comm# HH619914  
Expires 1/13/2029

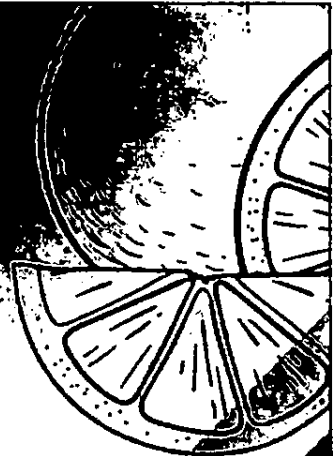
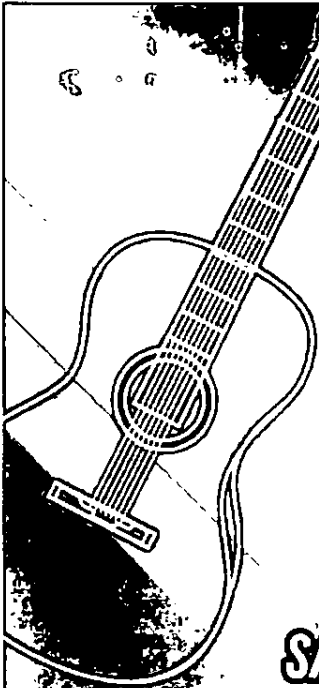
[Signature]  
Notary Public's Signature

John Morgan Brock  
Notary Public's Printed Name

Personally Known ☐ OR Produced Identification ☒

Type of Identification Produced: FL Driver's License

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



# HOWEY-IN-THE-HILLS

CELEBRATING OUR 99TH YEAR!

## FOUNDERS DAY

**SAVE THE DATE:**

**SATURDAY**

**MAY, 4, 2024**

**10:00AM - 4:00PM**

**LOCATION:**

**GRIFFIN PARK**

**100 S. LAKESHORE BLVD,**

**HOWEY-IN-THE-HILLS, FL 34737**

**COME JOIN US!**

**VENDORS - FOOD TRUCKS - LIVE MUSIC - BOUNCE  
HOUSES - ROCK CLIMBING - & MORE!**

**PERFORMANCE BY**

**LOCAL ARTIST:**



**BRAXTON BENNETT**

**DJ PERFORMANCE BY:**

**DEEGO PRODUCTIONS**



**STYLE MAGAZINE'S BEST OF THE BEST 2023**



**HOWEY-IN-THE-HILLS**

# Howey-in-the-Hills Founders Day

May 4th, 2024

Welcome All!



WILLIAM JOHN HOWEY  
1878 - 1938

TOWN OF HOWEY  
EST. 1925

HOWEY'S FIRST MAYOR  
1925 - 1936

*And now a few words from our founder. WJ Howey...*

In 1914, when I first set eyes on this locale known as Lake County, Florida, I thought I had discovered a piece of heaven. My travels to this point had taken me from Odin, Illinois, where I was born in 1878, westward and down to Mexico. I worked hard my entire life and had a natural ability to make a sale...a lot of sales in fact. So, while I might have had odd jobs on the area farms as a youngster, by the ripe age of sixteen I was selling insurance. I recall being about 27 years old, when I began working for the railroad establishing towns along the new East-West railroad line towards Oklahoma, where Indians roamed and growth was on the horizon. My life experiences were accumulating but I still wanted more....

It seems I was simply weary of working for someone else. I wanted so much to work for myself, that I moved to Kansas and started building my own brand of automobiles. You know, horseless carriages were the latest invention and everyone seemed to want one. Well not mine at least. After selling only seven Howey Cars, I closed up shop and with the help of investors, I packed my suitcase and headed to Mexico to establish a vast pineapple plantation. Sounded like a good idea at the time but when the Mexican Revolution spread, I once again packed my traveling bag and new found experience and headed to a place called Florida! Not many Americans had heard of it much less visited this tropical peninsula.

In 1908, I set my well worn leather 'grip' (that's what we called a suitcase back in the day) down in the middle section of Florida in Polk County. Seemed like the sandy soil and humid climate, rainfall and abundant lakes, made for ideal growing conditions. Dr Frederick W Inman, a prominent research scientist who lived near Winter Haven, soon became my mentor in all things citrus. Four new cities benefited from my input; Winter Haven, Lake Hamilton, Dundee and Starr Lake. Like the roots of thousands of newly planted citrus trees, I soaked up all his experience and knowledge. My ultimate dream though was to create a citrus empire of my very own somewhere in Florida.

Word quickly spread that I was the real deal! Sheriff Barton A Cassidy and Attorney Harry Duncan invited me to visit and invest in Lake County. The table had finally turned and now I was the investor! In 1914, I began acquiring land at Yalaha. By 1920, I had amassed some 60,000 acres of rolling hills, that were frost protected by hundreds of lakes and a town in my name "Howey" was taking shape. This was a blank canvas and I was the artist! On May 8th, 1925, when the town was incorporated, I had "Howey" changed to Howey-in-the-Hills to better reflect the natural terrain of the area. My dreams were coming to fruition and I had officially made a mark on Florida maps!

Pine trees were cleared, fields were tilled and seeds and root stock were planted. Hundreds came to work for me and even more came to visit and invest. Just as the trees were growing year over year, so were sales. Tent City provided bare bones housing in 1916, followed by a 2-story wood hotel that burned down by 1920. Finally, in 1924, I had the grand lakefront Floridan Hotel built to accommodate all who came. (You won't find the hotel today because Hulk Hogan filmed its demise for a tv episode of Thunder in Paradise.)

The accomplishments were too many to list by 1927, a banner year for me. I wanted to celebrate in high fashion! So, I gave a party! A stage was built between my house and the lakefront and on March 6th, I had the New York Opera give an open-air performance like never before. Thousands attended and enjoyed the 100 plus singers and musicians. This was my treat to all who wanted to come. Of significance and most notable of my accomplishments to date included; the Howey Company's sales and successes, the opening of the wood bridge that connected Howey to Astatula, and the completion of my treasured 7,200 square foot home on 'The Park', a 15 acre landscaped estate.

All hard acts to follow but I did, yet again, have another milestone or two in my lifetime. In 1928 and again in 1932, I ran on the newly established Republican ticket for Florida Governor. My slogan "Florida First" and my extensive travels throughout the state were not enough though to garner the votes and establish the win. While my political career remained influential in the state, the only government title I held was that of first Mayor of Howey and served from 1925-1936.

The years after my run for governor, were filled with visiting celebrities and investors, and growing the company. I was steadfast and devoted. So much so that pressures were building all around me and within me. Of note, the US economy was failing, our sales imploded, and there were railroad embargoes everywhere. Did I forget to mention the fruit fly, the Florida Land Boom bust and the Securities Act of 1933? All this was more than I could bear. In what seemed to be the peak of my career, my heart gave out on June 7th, 1938. I was only 62 years old...young by today's standards. Imagine what I could have done if my life had flourished a bit longer. I loved this town of Howey-in-the-Hills. I especially loved the lakefront and the ever changing skies. It is still a peaceful bit of heaven and one that I hope you enjoy today. Throughout town, there are homes that were built in my time, mostly of Spanish design. The residents are friendly, the breezes warm and the birds plentiful. Just as I envisioned. Please join us next May as we celebrate our 100th Anniversary! Until then....

Most sincerely,

*WJ Howey*

Recollections presented by  
Howey-in-the-Hills Historic Preservation Board

Written by Peggy Beucher Clark  
Author of Arcadia Publishing's history of "Howey-in-the-Hills"  
Books are on sale at the Historic Board Tent and the Library.

[https://www.midfloridanewspapers.com/clermont\\_news\\_leader/howey-in-the-hills-celebrates-99-years/article\\_9153bd1e-0bb6-11ef-b5ef-7fb4af0be28b.html](https://www.midfloridanewspapers.com/clermont_news_leader/howey-in-the-hills-celebrates-99-years/article_9153bd1e-0bb6-11ef-b5ef-7fb4af0be28b.html)

## Howey-in-the-Hills celebrates 99 years

By Sharon Keeble, Editor  
May 6, 2024



Hannah Kelly, four, from Howey-in-the-Hills is mesmerized with a display of feeding dead mosquitos to fish taken from Little Lake Harris. *Sharon Keeble, Editor.*

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Hundreds of residents and visitors ensured this year’s 99<sup>th</sup> Howey-in-the-Hills Founder’s Day was a huge success May 4.

Griffin Park down by Little Lake Harris was alive with singers, vendors, gourmet foods and drinks, a bounce house and other attractions for children.