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212 806-6675

April 10, 1995

Florida Department of State
Division of Corporations
Post Office Box 6327
Tallahassee, FL 32314

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-04/14/95--01009--004
****\$87.50 ****\$87.50

Re: New Florida State Service Mark Application
HIP MEDICARE ADVANTAGE
Our Client/Matter No. 261773/39

Gentlemen:

We enclose an application for registration of the service mark HIP MEDICARE ADVANTAGE in the State of Florida. Also enclosed is our firm's check in the amount of \$87.50 in payment of the required fee.

We look forward to receiving the Certificate of Registration in due course.

Sincerely,

Laura E. Goldbard
Laura E. Goldbard

Enclosure
mab

789/740/749/671
Medicare

T95-681

W95-8087

Name	
Availability	<i>np</i>
Document Examiner	NJC
Updater	NJC
Updater Verifier	NJC
Acknowledgement	NJC
W. P. Verifier	NJC



FLORIDA DEPARTMENT OF STATE
Sandra B. Morthum
Secretary of State

April 14, 1995

Laura E. Goldbard, Esqiro
Stroock & Stroock & Lavan
Seven Hanover Square
New York, NY 10004-2696

SUBJECT: HIP MEDICARE ADVANTAGE
Ref. Number: W95000008087

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

Your mark contains word(s)/design(s) that must have a disclaimer. All geographical terms, such as cities, states, countries, and designs of same, must be disclaimed. Some commonly used words and corporate suffixes must also be disclaimed. You must disclaim the following: MEDICARE

We need three permanent specimens. TYPED, HANDWRITTEN or PHOTOCOPIED 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 35-42), 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 return your document, along with a copy of this letter, within 60 days or your filing will be considered abandoned.

If you have any questions concerning the filing of your document, please call (904) 487-6918.

Nanette Causseaux
Corporate Specialist Supervisor

Letter Number: 395A00017309

Broock & Broock & Lavan

*Seven Hanover Square
New York New York 10017-2090*

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May 19, 1995

Nanette Causseaux
Corporate Specialist Supervisor
Florida Department of State
Division of Corporations
Post Office Box 6327
Tallahassee, FL 32314

Re: New Florida State Service Mark Application
HIP MEDICARE ADVANTAGE
Our Client/Matter No. 261773/39

Dear Ms. Causseaux:

In response to your letter of April 14, we enclose an application for registration of the service mark HIP MEDICARE ADVANTAGE and a copy of your April 14, 1995 letter.

We have amended the application to disclaim the term "MEDICARE" apart of the mark as shown. We also include three brochures showing use of the service mark HIP MEDICARE ADVANTAGE.

We look forward to receiving the Certificate of Registration in due course.

Sincerely,

Laura E. Goldbard

Laura E. Goldbard

Enclosure
mab

Florida Department of State

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

Name & address to whom
acknowledgement should be sent:

Laura E. Goldbard
Stroock & Stroock & Lavan

Seven Hanover Square

New York, New York 10004

(212) 806-6675
Daytime Telephone number

PART I

1. (a) Applicant's name: HIP Health Plan of Florida, Inc.

(b) Applicant's business address: 300 South Park Road

Hollywood, FL zip: 33021

(c) Applicant's telephone number: (305) 962-3008

☐ Individual ☐ Corporation ☐ Joint Venture ☒ other: Not for Profit Corporation
☐ General Partnership ☐ Limited Partnership ☐ Union

If other than an individual,

(1) Florida registration number: 11/A 1107123

(2) Federal Employer Identification Number: 592552016

(3) Domicile State: Florida

2. (a) If the mark to be registered is a service mark, the services in connection with which the mark is used: (i.e., furniture moving services, diaper services, house painting services, etc.)

Health Care Plan Services

(b) If the mark to be registered is a trademark, the goods in connection with which the mark is used: (i.e., ladies sportswear, cat food, barbeque grills, shoe laces, etc.)

(c) The mode or manner in which the mark is used: (i.e., labels, decals, newspaper advertisements, brochures, etc.)

Brochures

(Continued)

(d) The class(es) in which goods or services fall:

36

PART II

1. Date first used by the applicant, predecessor, or a related company (must include month, day and year):

(a) Date first used anywhere: January 20, 1995

(b) Date first used in Florida: January 20, 1995

PART III

1. The mark to be registered is: (If logo/design is included, please give brief written description which must be 25 words or less.)

HIP MEDICARE ADVANTAGE

2. DISCLAIMER (if applicable)

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM " MEDICARE

" APART FROM THE MARK AS SHOWN.

I, Gerald Cohen, 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 no other person except a related company has the right to use such mark in Florida either in the identical form or in such near resemblance as to be likely to deceive or confuse or to be mistaken therefor. 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.

HIP Health Plan of Florida, Inc.

Typed or printed name of applicant

Applicant's signature or authorized person's signature
(List name and title)

STATE OF Florida

Gerald Cohen

COUNTY OF Broward

Vice President & General Counsel

On this 3rd day of April, 19 95, Gerald Cohen
personally appeared before me,



who is personally known to me



whose identity I proved on the basis of _____



AMY SWADLOW
MY COMMISSION # CC283066 EXPIRES
May 21, 1997
BONDED THRU TROY FARM INSURANCE, INC.

Seal

Amy Swadlow
Notary Public Signature

Amy Swadlow
Notary's Printed Name

My Commission Expires: 5/21/97

FEE: \$87.50 per class



What is HIP MEDICARE Advantage?

HIP MEDICARE Advantage is a health care plan for Southeast Florida area residents enrolled in Medicare. It offers all the benefits of Medicare without deductibles; plus coverage for important services not covered or limited in coverage by Medicare. These include prescription drugs, physical exams, eye exams, hearing tests, routine foot care, immunizations, nutritional counseling - even eyeglasses and hearing aids! HIP MEDICARE Advantage is a full medical and hospitalization plan (see page 8 for a Summary of Benefits). Some limitations and exclusions may apply, see page 10 for details.

In exchange for our wide range of medical and hospital coverage plus the special benefits of HIP MEDICARE Advantage, members agree to obtain all their medical and hospital services through HIP participating physicians, hospitals and other HIP quality health care providers. Any care not provided or authorized by HIP Providers or HIP Medical Staff will not be covered by either HIP MEDICARE Advantage or Medicare.

Emergency and out-of-area urgently needed care will, of course, be covered, even when not provided by HIP Providers.

HIP MEDICARE Advantage represents a contract between HIP Health Plan of Florida, Inc. and Medicare's Administrative body known as HCFA. HCFA contracts with HIP to provide health care services to Medicare beneficiaries who enroll in HIP MEDICARE Advantage (except in the following cases).



What are the advantages of HIP MEDICARE Advantage?

- No monthly premium.
- HIP MEDICARE Advantage offers you the security of a medical and hospitalization health plan from a company with over 47 years of experience.
- There are virtually no "costs" to you. Most other health plans pay hospital and medical bills up to the Medicare "allowable" amount, leaving unexpected out-of-pocket costs. With HIP MEDICARE Advantage most services obtained through HIP MEDICARE Advantage are covered in full. There are a few low co-payments.
- For medical service provided or arranged by an HIP MEDICARE Advantage participating physician, there are virtually no claim forms to fill out.
- There is no benefit waiting period for most benefits - once enrollment goes into effect, full coverage begins immediately.*
- HIP MEDICARE Advantage provides ADDITIONAL BENEFITS that regular Medicare does not offer (see the Benefits Section page 8).
- There are a few exceptions: 1 - If an HIP MEDICARE Advantage member is hospitalized on the effective date of enrollment, HIP MEDICARE Advantage coverage for hospital services doesn't begin until the day after discharge; you are covered for that hospital stay by the insurance company you had when you were admitted. 2 - See Benefit Summary for waiting period for eyeglasses and hearing aids.



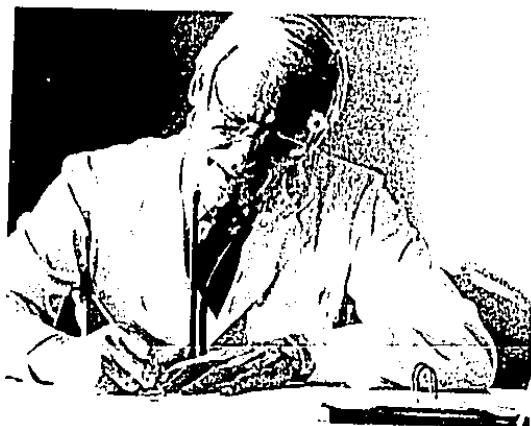
Who are the doctors of HIP MEDICARE Advantage?

HIP Health Plan of Florida's Primary Care Physicians are independent contractors who have entered into written agreements with HIP to provide primary care services to our members in the privacy of their own offices. HIP Health Plan's Primary Care Physicians are either Family Practitioners, General Practitioners or Internists. These doctors are either board certified or board eligible.

Some key obligations of HIP MEDICARE Advantage participating PCPs:

- Commitment to provide 24 hour medical coverage to HIP MEDICARE Advantage MEMBERS.
- Commitment to provide all covered services and coordinating all care for members.
- Coordination with HIP Medical Staff in conducting Quality Improvement activities to assure HIP MEDICARE Advantage members the best possible health care.
- Commitment to promote patient dignity.

There are nearly 1100 HIP MEDICARE Advantage participating physicians...representing every medical specialty and practicing in over 30 full-service hospitals throughout the South Florida tri-county area. You choose a Primary Care Physician who is convenient to your home to become your own personal HIP physician—a doctor you can trust to meet your individual health care needs.



Snowbirds

If you spend part of the year in one of our service areas (New York or New Jersey and part of the year in South Florida or the Tampa Bay area), HIP can deliver your HIP MEDICARE Advantage benefits with no need to change enrollment.

Who is eligible for HIP MEDICARE Advantage?

- People enrolled in Medicare Parts A (Hospital and B (Medical)). Note: you're still responsible for your Part B premium, which usually is deducted from your monthly Social Security check.
- People enrolled in Part B but not Part A. If you fall into this category, call the numbers below for more information:

Broward, Dade or Palm Beach Counties

930-1999

Outside of the tri-county area

1-800-447-5116

- You must live in the HIP Health Plan of Florida service area (i.e. Dade, Broward or Palm Beach Counties)

Who is not eligible for HIP MEDICARE Advantage?

- Those receiving hospice care
- Those undergoing treatment for end-stage renal disease, unless already enrolled in an HIP plan.
- Those living outside HIP MEDICARE Advantage's Florida service area