

T96000001042

LAW OFFICES OF
BRUCE M. BOUNDS
SUITE 630 PONCE DE LEON BUILDING
2121 PONCE DE LEON BOULEVARD
CORAL GABLES, FLORIDA 33134-5222

PHONE (305) 447-0000
FAX (305) 443-9811

BRUCE M. BOUNDS
ADMITTED FLORIDA,
NEW YORK, PENNSYLVANIA
& DISTRICT OF COLUMBIA

800001919818
-08/13/96--01028--025
****175.00 ****87.50
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-08/13/96--01028--025
****175.00 ****87.50

August 8, 1996

Trademark Registration Section
Division of Corporations
P.O. Box 6327
Tallahassee, FL 32314

Re: Application for the registration of service mark by Mark Stanley & Company

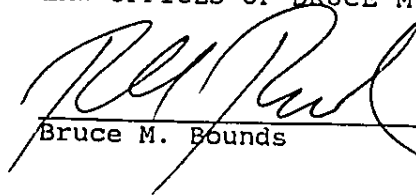
Gentlemen:

This office represents Mark Stanley & Company and on their behalf we enclose a complete application for registration of a service mark under Chapter 495 of the Florida Statutes, together with supporting examples or specimens, the registration to be in two separate classes. We also enclose our check for the fee of \$175.00 with the application, in as much as the application is for two separate classes.

Please advise this office if any further supporting materials are required or if you have any questions regarding these applications.

Very truly yours,

LAW OFFICES OF BRUCE M. BOUNDS


Bruce M. Bounds

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789, 758, 708, 672

W96000017111

T96000001042

LAW OFFICES OF
BRUCE M. BOUNDS
SUITE 830 PONCE DE LEON BUILDING
2121 PONCE DE LEON BOULEVARD
CORAL GABLES, FLORIDA 33134-5222

PHONE (305) 447-0060
FAX (305) 443-9811

BRUCE M BOUNDS
ADMITTED FLORIDA
NEW YORK PENNSYLVANIA
& DISTRICT OF COLUMBIA

August 27, 1996

Trademark Registration Section
Attn: Diane Cushing, Corporate Specialist
Division of Corporations
P.O. Box 6327
Tallahassee, FL 32314

Re: Mark Stanley & Company, Ref. Number: W96000017111

Dear Ms. Cushing:

I have your letter of August 15, 1996 responding to the application we submitted on behalf of our client, Mark Stanley & Company, for registration of a service mark pursuant to Chapter 495, Florida Statutes.

On behalf of Mark Stanley & Company, we must respectfully disagree with your rejection of the application for registration of a service mark and request reconsideration of that application.

The name "Mark Stanley & Company" has become distinctive of the applicant's services in this state and elsewhere by substantially exclusive and continuous use as a mark by the applicant in this state and elsewhere for over five years preceding the date on which the application for service mark registration was made. I do call to your attention to Part II of the application indicating that the mark was first used in anywhere, and in Florida, in October, 1983, in excess of five years ago.

Specimens submitted with the application have been in continuous use in Florida and elsewhere without challenge for in excess of five years.

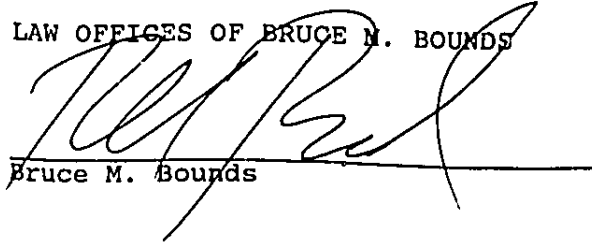
We thus respectfully submit that pursuant to Section 495.021(1),(e), Florida Statutes that the mark has become distinctive of the applicants services in this state or elsewhere, and that the Department of State may accept as evidence that the mark has become distinctive as applied to the applicant's goods or services, the substantially exclusive and continuous use thereof as a mark by the applicant in this state and elsewhere for the five years preceding the date of application.

Ms. Cushing
August 27, 1996
Page 2

If you have any questions at all about this request for reconsideration of the application of Mark Stanley & Company for the registration of a service mark, please do not hesitate to contact me. I do enclose with this correspondence a re-submission of the original application which you had retained. The Secretary of State's office is holding my check in the amount of \$175.00, as well as the specimens submitted with the original application.

Very truly yours,

LAW OFFICES OF BRUCE M. BOUNDS



Bruce M. Bounds

C:\Gm\Ramsey\Cushing.ltr

LAW OFFICES OF BRUCE M. BOUNDS

2121 PONCE DE LEON BOULEVARD, SUITE 630 PONCE DE LEON BUILDING, CORAL GABLES, FLORIDA 33134-5222. PHONE (305) 447-0060, FAX (305) 443-9811

LAW OFFICES OF
BRUCE M. BOUNDS
SUITE 830 PONCE DE LEON BUILDING
2121 PONCE DE LEON BOULEVARD
CORAL GABLES, FLORIDA 33134-5222

PHONE (305) 447-0060
FAX (305) 443-9811

BRUCE M BOUNDS
ADMITTED: FLORIDA
NEW YORK PENNSYLVANIA
& DISTRICT OF COLUMBIA

September 5, 1996

Trademark Registration Section
Attn: Diane Cushing, Corporate Specialist
Division of Corporations
P.O. Box 6327
Tallahassee, FL 32314

Re: Mark Stanley & Company, Ref. Number: W96000017111

Dear Ms. Cushing:

I have your letter of August 29, 1996 responding to the application we re-submitted on behalf of our client, Mark Stanley & Company, for registration of a service mark pursuant to Chapter 495, Florida Statutes.

Thank you for calling to my attention our oversight in omitting the date first used anywhere, in addition to the month and year which were provided in Part II of the form. We have corrected that omission.

If you have any questions at all about this request for reconsideration of the application of Mark Stanley & Company for the registration of a service mark, please do not hesitate to contact me. I do enclose with this correspondence a re-submission of the original application which you had returned. The Secretary of State's office is holding my check in the amount of \$175.00, as well as the specimens submitted with the original application.

Very truly yours,

LAW OFFICES OF BRUCE M. BOUNDS

Bruce M. Bounds
Bruce M. Bounds



FLORIDA DEPARTMENT OF STATE
Sandra B. Mortham
Secretary of State

August 15, 1996

BRUCE M. BOUNDS
SUITE 630 PONCE DE LEON BUILDING
2121 PONCE DE LEON BLVD
CORAL GABLES, FL 33134-5222

SUBJECT: MARK STANLEY & COMPANY
Ref. Number: W96000017111

We have received your document for MARK STANLEY & COMPANY and your check(s) totaling \$175.00. However, the enclosed document has not been filed and is being returned for the following correction(s):

We have reviewed your application and have determined that the information inserted in Part III is merely a tradename or fictitious name. Therefore, we are enclosing a Fictitious Name Registration Packet for you to complete and return to this office. The fee to register a fictitious name is \$50. If the check(s) submitted to cover the registration of your mark was retained in this office, please return the completed fictitious name application to the attention of the examiner indicated below so your money will be properly credited.

Enclosed is an application for refund.

If you have any questions concerning the filing of your document, please call (904) 487-6913.

Diane Cushing
Corporate Specialist

Letter Number: 096A00038912



FLORIDA DEPARTMENT OF STATE
Sandra B. Mortham
Secretary of State

August 29, 1996

BRUCE M. BOUNDS
SUITE 630 PONCE DE LEON BUILDING
2121 PONCE DE LEON BLVD
CORAL GABLES, FL 33134-5222

SUBJECT: MARK STANLEY & COMPANY
Ref. Number: W96000017111

We have received your document for MARK STANLEY & COMPANY and your check(s) totaling \$175.00. However, the enclosed document has not been filed and is being returned for the following correction(s):

In Part II(1) a & b we need a month, a day, and a year for the date the mark was first used anywhere and for the date it was first used in Florida.

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) 487-6913.

Diane Cushing
Corporate Specialist

Letter Number: 296A00040858

Florida Department of State, Sandra B. Mortham, Secretary 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:

Law Offices of Bruce M. Bounds
Bruce M. Bounds, Esquire
2121 Ponce de Leon Blvd., Suite 630
Coral Gables, FL 33134-5222
(305) 447-0060
Daytime Telephone number

PART I

1. (a) Applicant's name: Mark Stanley & Company

(b) Applicant's business address: P.O. Box 149071
Coral Gables, FL 33114
City/State/Zip

(c) Applicant's telephone number: (305) 444-1612

Individual Corporation Joint Venture Other:
 General Partnership Limited Partnership Union

If other than an individual,
(1) Florida registration number: M00576 (2) (2) Domicile State: Florida
(3) Federal Employer Identification Number: 59-2422885

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.)

Executive search and consulting business, and non-profit organization consulting

(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, barbecue grills, shoe laces, etc.)
Not applicable.

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

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(d) The class(e) in which goods or services fall:
35 & 42

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: October 31 1983 (b) Date first used in Florida: October 31 1983

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.)

Mark Stanley & Company

2. DISCLAIMER (if applicable)

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM " & Company

" APART FROM THE MARK AS SHOWN.

I, John H. Ramsey, 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.

MARK STANLEY & COMPANY

Typed or printed name of applicant

Applicant's signature or authorized person's signature

(List name and title) John H. Ramsey, President

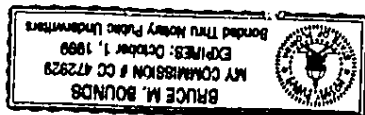
STATE OF FLORIDA

COUNTY OF DADE

On this 19 day of April, 19 96, John H. Ramsey personally appeared before me, as President, Mark Stanley & Company

who is personally known to me

whose identity I proved on the basis of _____



Notary Public Signature

Notary's Printed Name

Seal

My Commission Expires: _____

FEE: \$87.50 per class

jkl marketing corp.
 is a professional
 design & marketing service,
 dedicated to providing clients
 the highest standards
 in creative, market planning
 and production controls.

Jan Lisewski, senior consultant, has over 20 years experience within the industry and has worked both in Europe and the U.S.A. with an extensive knowledge of production techniques both mechanical and electronic graphic arts.

The marketing skills support and extend the studio services to provide a complete program of client driven sales objectives. The supply of technical services is provided as a support to your in-house facilities on the basis of extending your business program or working with in-house personnel.



jkl marketing corp.

telephone/fax: 941 925-0000. E-Mail: jklcorp@aol.com

creative services & consultancy

- ◆ corporate identities
- sales & promotional literature
- technical literature
- product packaging design
- ✓ signage & vehicle livery
- marketing programs
- ☒ advertising & P.R.
- ☒ incentives & promotions
- ☐ exhibition & trade shows
- ☐ imprinted apparel lines

corporate audits	from \$250.00
sales & promotional literature	from \$100.00
technical literature design	from \$150.00
product packaging designs	from \$100.00
signage & vehicle liveries	var \$50.00
marketing audits	from \$500.00
advertising & P.R. programs	from \$500.00
incentives & promotions	from \$100.00
exhibition & trade show programs	from \$250.00
imprinted apparel d	from \$500.00
central/studio time	@ \$45.00 per hr.
marketing consultancy time	@ \$75.00 per hr.
illustrations	from \$100.00

artwork, illustration, computer graphics & pre-press

art work - 1 copy, approval of all stages	1/2 col	2-4 col	full col
stationery items	\$70.00	\$90.00	\$125.00
logos	\$50.00	\$150.00	\$150.00
brochures & leaflets	\$100.00	\$150.00	\$125.00
adverts	\$75.00	\$125.00	\$95.00
packaging	\$95.00	\$150.00	\$150.00
newsletters	\$65.00	\$95.00	\$95.00
catalogs	\$150.00	\$150.00	\$150.00
t-shirts	**\$50.00	**\$90.00	**\$95.00
incentive items	\$35.00	\$95.00	\$95.00
web pages	\$150.00	\$150.00	\$150.00

amount per item, annual for electronic transmission, 10% contract cost included.
 *T-shirt cost of \$30.00 per each order (25% color printing)

illustrations - original art	8 x 11	11 x 17	17 x 22	22 x 34
pen/ink	\$2.30	\$2.75	\$3.35	\$3.50
ink	\$1.05	\$1.70	\$2.50	\$3.50
airbrush	\$4.00	\$5.00	\$5.50	\$6.00
water color, crayon	\$3.00	\$4.00	\$5.00	\$6.00
gouache	\$3.25	\$3.75	\$3.25	\$3.75
computer	\$2.75	\$3.00	\$3.50	\$3.50
technical	\$3.50	\$4.00	\$4.50	\$5.00

art per copy, based on each square inch, subject to final approval

photography, exhibition, print & production direction

- photographic art direction \$35.00 per hour
- video production direction \$65.00 per hour
- market research \$45.00 per hour
- exhibition scheduling & supervision \$55.00 per hour
- signage & exhibition construction direction \$30.00 per hour
- print & production direction \$35.00 per hour

All hourly rates charged in increments of 15 minutes and billed on an advance basis (travel time not included)

contract management services

the supply of services can be provided on the basis of annual or pre-assigned monthly programs and monthly account payment schemes may assist you in budgeting. please feel welcome to discuss contracted arrangements to suit your needs..

telephone fax: 941 925-9080. E-Mail: jklcorp@aol.com

where we are

11000 S.W. 11th St.

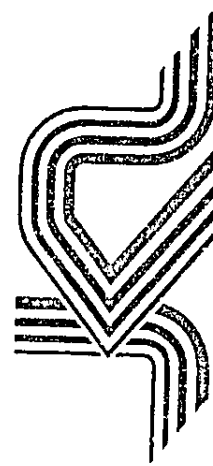
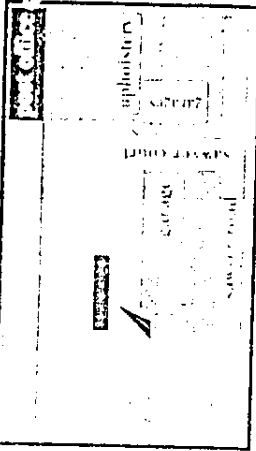
MIAMI, FL 33186

MIAMI, FL 33186

MIAMI, FL 33186

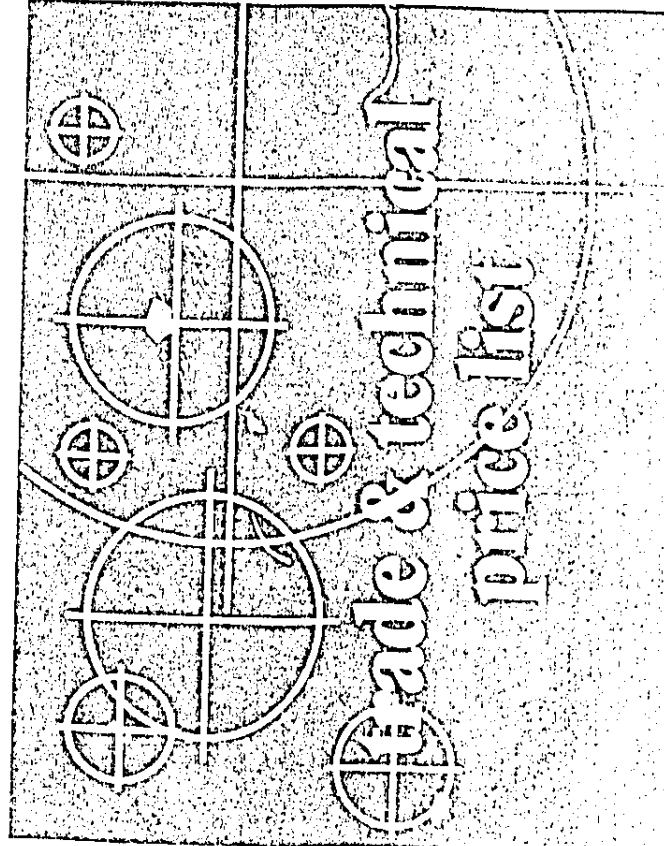
MIAMI, FL 33186

s.r. 41, tamiami trail

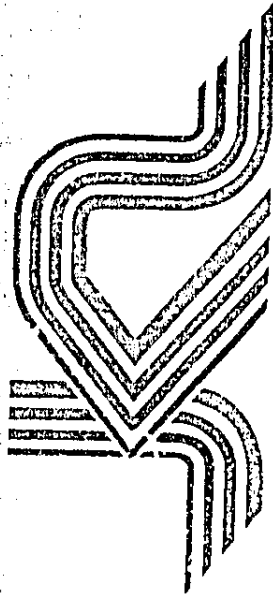


JKL marketing corp.

telephone/fax 911 925-0000. E-Mail: jklcorp@aol.com



trade & technical
price list



JKL marketing corp.

JKL marketing corp. 40706 S.W. 11th St., Miami, Florida 33186
telephone/fax 911 925-0000. E-Mail: jklcorp@aol.com