



Direct (954) 967-2820

T96000001043

August 23, 1996

400001938724
-08/27/96--01165--002
*****87.50 *****87.50

Trademark Registration Section
Division of Corporations
409 East Gaines Street
Tallahassee, Florida 32399

VIA FEDERAL EXPRESS

RE: APPLICATION FOR THE REGISTRATION OF A TRADEMARK OR SERVICE
MARK - DOLPHIN MALL

Dear Sir/Madam:

Enclosed please find one (1) original and one (1) copy of the above-referenced Application, a check payable to Florida Department of State in the amount of \$87.50 to cover the cost of processing same, and three (3) original specimens of the applicant's existing use of the service mark, "Dolphin Mall".

Please process the enclosed Application at your earliest convenience. Any questions should be directed to the undersigned.

Thank you.

Sincerely,

MICHAEL SWERDLOW COMPANIES, INC.

Theodore R. Stotzer /AVS
Theodore R. Stotzer
Senior Vice President and General Counsel

TRS:cmo
Enclosures

cc: Mr. Victor Suvall (w/encls.)

FILED
SEP 5 AM 8 1996

da

T96000001043

W960000018189



Direct (954) 967-2821

September 4, 1996

Ms. Diane Cushing, Corporate Specialist
Trademark Registration Section
Division of Corporations
409 East Gaines Street
Tallahassee, Florida 32399

VIA FEDERAL EXPRESS

RE: DOLPHIN MALL; REFERENCE NO. W96000018189

Dear Ms. Cushing:

Per our telephone conversation, I have now revised the enclosed original application with respect to the above matter from Class 35 to Class 37 as you requested. You confirmed that now all was in order and that the enclosed application would now be filed.

Please return the documentation indicating filing for the Dolphin Mall at your earliest convenience.

Thank you.

Sincerely,

MICHAEL SWERDLOW COMPANIES, INC.

Adrienne V. Schmitz
Adrienne V. Schmitz
Associate Counsel

AVS:cmo
Enclosure



FLORIDA DEPARTMENT OF STATE
Sandra B. Mortham
Secretary of State

August 29, 1996

THEODORE R. STOTZER
MICHAEL SWERDLOW COMPANIES, INC.
200 SOUTH PARK ROAD, SUITE 200
HOLLYWOOD, FL 33021

SUBJECT: DOLPHIN MALL
Ref. Number: W96000018189

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

The specimens provided this office are not acceptable; we need three permanent specimens. We do not accept photocopies or camera ready copies. We do not accept specimens which have been altered or defaced in any manner. In order to register your service mark, we need specimens from which we can determine the services being rendered. We will accept brochures, newspaper, or magazine advertisements, or business cards. If business cards are used, we must be able to determine from the business card the services offered. The mere mark, address, city, etc., on the business card, brochure, or advertisement is not acceptable -- we must be able to look at the specimens provided and be able to determine the services being rendered. We need specimens for each class of registration.

okay to accept

If this is an actual shopping center (mall) you will fall under class 36. The mall must be in operation and you must be rendering services as a mall before we can file this mark.

class 37 (in construction)

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: 196A00040911

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:

Theodore R. Stotzer, Senior Vice President
and General Counsel
Michael Swerdlow Companies, Inc.

200 South Park Road, Suite 200
Hollywood, Florida 33021
(954) 267-2820
Daytime Telephone number

PART I

1. (a) Applicant's name: Michael Swerdlow Companies, Inc.

(b) Applicant's business address: 200 South Park Road, Suite 200, Hollywood, Florida 33021

City/State/Zip

(c) Applicant's telephone number: (954) 967-2820

☐ Individual

☒ Corporation

☐ Joint Venture

☐ Other:

☐ General Partnership

☐ Limited Partnership

☐ Union

If other than an individual,

(1) Florida registration number: P21813

(2) Domicile State: Delaware

(3) Federal Employer Identification Number: 65-0065087

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.)

Name is used as the name of a shopping mall to be located in Dade County, Florida, and

with the associated pre-construction and post-construction advertising, press releases,

promotional and leasing materials and associated publications and uses.

(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.)

N/A

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

All manner of advertisements, brochures, signage at or for the shopping mall, leasing
materials, press releases, promotional materials and associated publications and uses.

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

Class 37

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: 8/95 (b) Date first used in Florida: 8/95
31 31

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.)

Dolphin Mall

2. DISCLAIMER (if applicable)

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM " Dolphin Mall

" APART FROM THE MARK AS SHOWN.

I, Michael J. Swerdlow, 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.

Michael J. Swerdlow, Executive Vice President of Michael Swerdlow
Typed or printed name of applicant Companies, Inc.

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

STATE OF FLORIDA

COUNTY OF BROWARD

On this 26th day of August, 19 96, Michael J. Swerdlow, Ex. VP personally appeared before me,



who is personally known to me



whose identity I proved on the basis of _____

[Signature]
Notary Public Signature

Celeste M. Orlino
Notary's Printed Name

Seal

My Commission Expires: _____

FEE: \$87.50 per class



Celeste M. Orlino
MY COMMISSION # CC560511 EXPIRES
August 24, 2000
BONDED THRU TROY FARM INSURANCE, INC.



MICHAEL SWERDLOW
COMPANIES, INC.
200 South Park Road Hollywood, Florida 33021

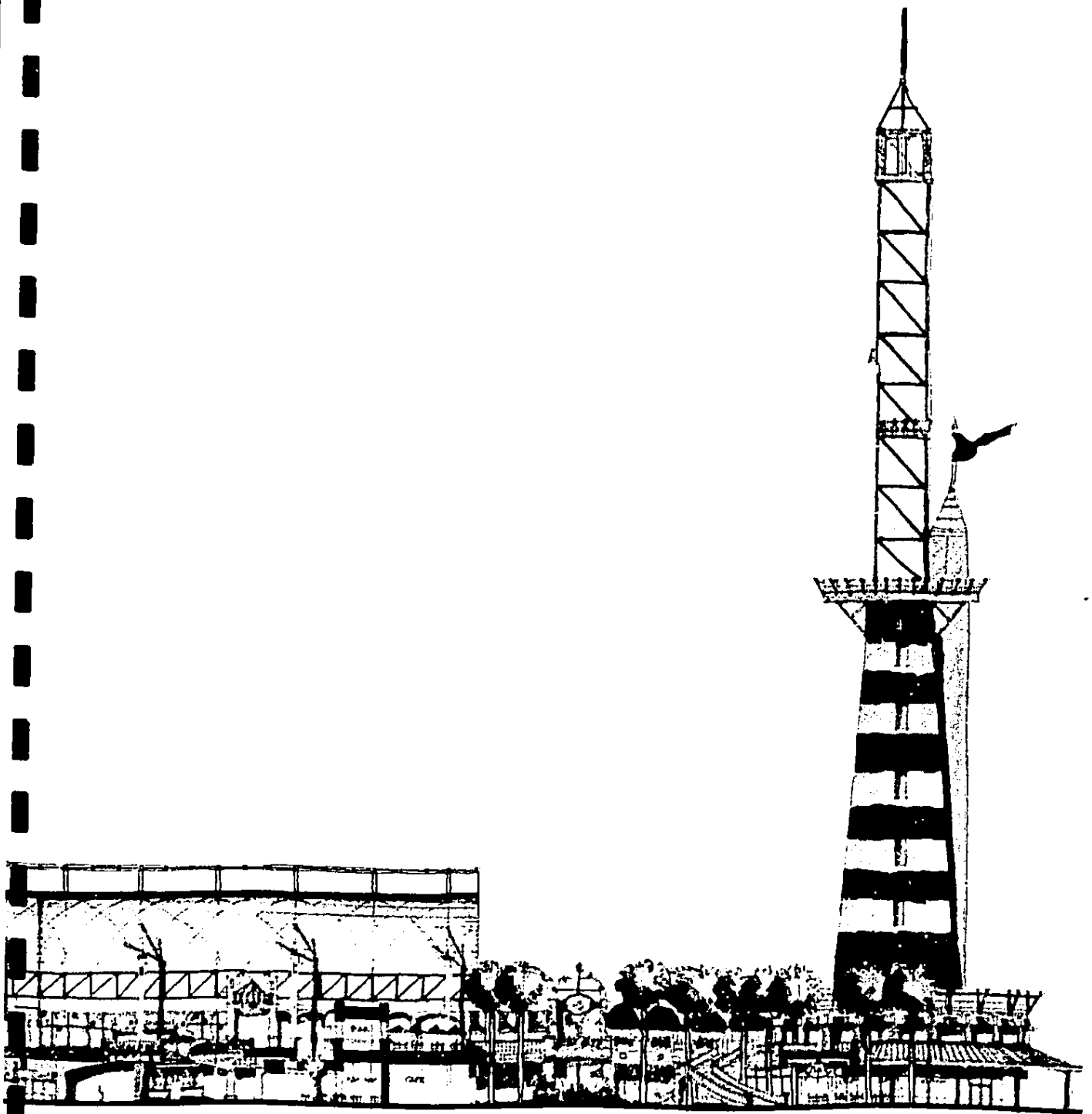
Dolphin Mall at Beacon TradePort

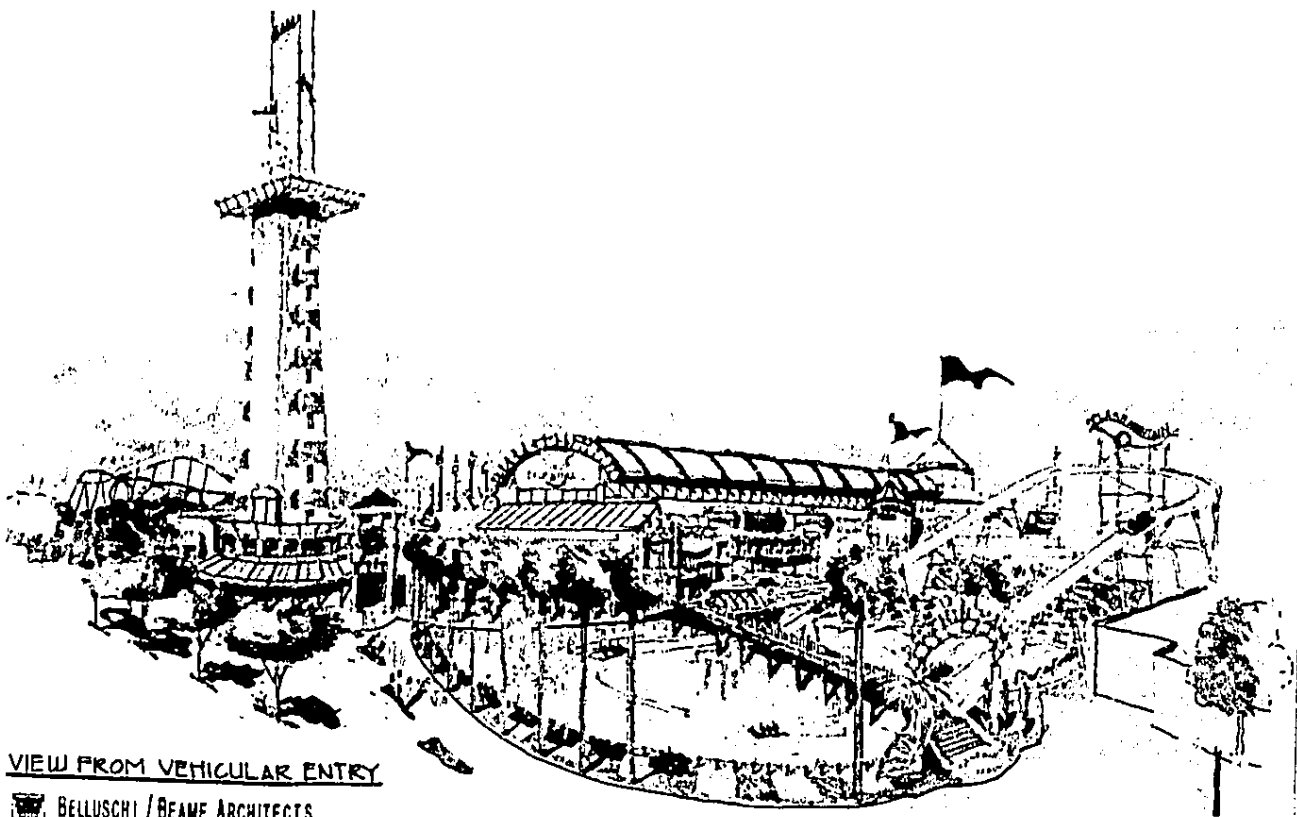
The Dolphin Mall at Beacon TradePort is on the Northeast corner of the Florida Turnpike and the Dolphin Expressway (SR 836), 3 1/4 miles West of the Miami International Airport Interchange in Dade County, Florida. The mall utilizes direct access and visibility from both the Turnpike and the Dolphin Expressway, as well as its proximity to the Miami International Airport. This value retail and theme entertainment megamall will offer residents and visitors a convenient and stimulating shopping, entertainment, and tourist destination with activities for all ages.

The mall site of over 117 acres will provide parking for approximately 8,400 cars and will feature over 1,400,000 square feet of gross leasable area. This will include 600,000 square feet of value retail anchor shops, 400,000 square feet of value specialty shops, and a 400,000 square foot entertainment center featuring a 24 screen cinemaplex, an indoor and outdoor amusement park as well as destination retail, dining, and entertainment. This entertainment corridor is located strategically on the site to be visible from the major points of access as well as the Florida Turnpike and the Dolphin Expressway.

The proposed mall organization has been designed for maximum convenience and excitement for its shoppers featuring a "Racetrack" public circulation design which is intersected by a two-level entertainment retail spine. The Dolphin Mall will offer shoppers the critical mass of the value retail they expect but at the same time offer a comfortable corridor length and scale. A public entertainment plaza, flanked by boutiques and cafes, is situated at a main mall entry point and serves as a grand entrance to the major entertainment/retail spine. As a focal point, this plaza offers the intimacy and feel of a European piazza. The entertainment corridor, covered by a dramatic vaulted ceiling with feature light shows, will visually connect the internal shopping mall to the outside shopping environment. The indoor entertainment corridor with all the amenities will be reminiscent of an intimate outdoor shopping street and park. An exciting food court connected to the cinemaplex above by a formal opera-style grand stair will be signaled at one end of the corridor by an Art Deco inspired neon marquee to form the other main shopping center entrance.

The amusement park, carefully planned to be fully integrated into the shopping center while not overpowering the retail shops, will feature the newest and most exciting rides in the industry including a state-of-the-art roller coaster, a 200 foot high free fall ride, and a log flume, which will differentiate the Dolphin Mall from all other shopping opportunities in the trade area, and immediately allow the customer to experience the event. The Dolphin Mall at Beacon TradePort will be a timeless and exciting shopping and entertainment experience uniquely positioned to become a major South Florida destination.





VIEW FROM VEHICULAR ENTRY

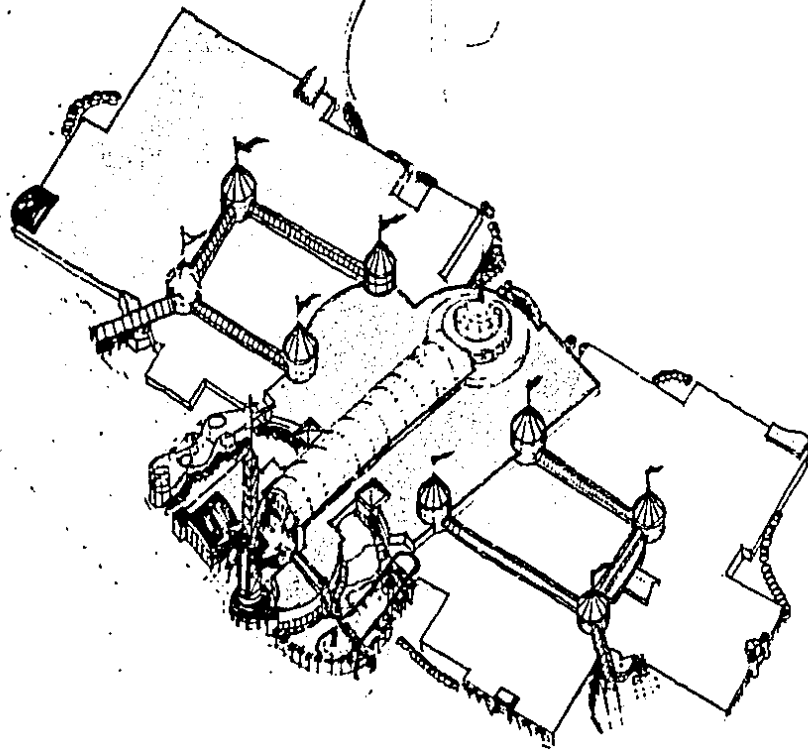
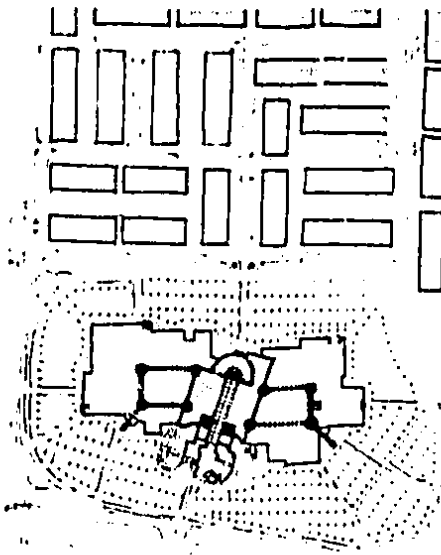


BELLUSCHI / BEAME ARCHITECTS

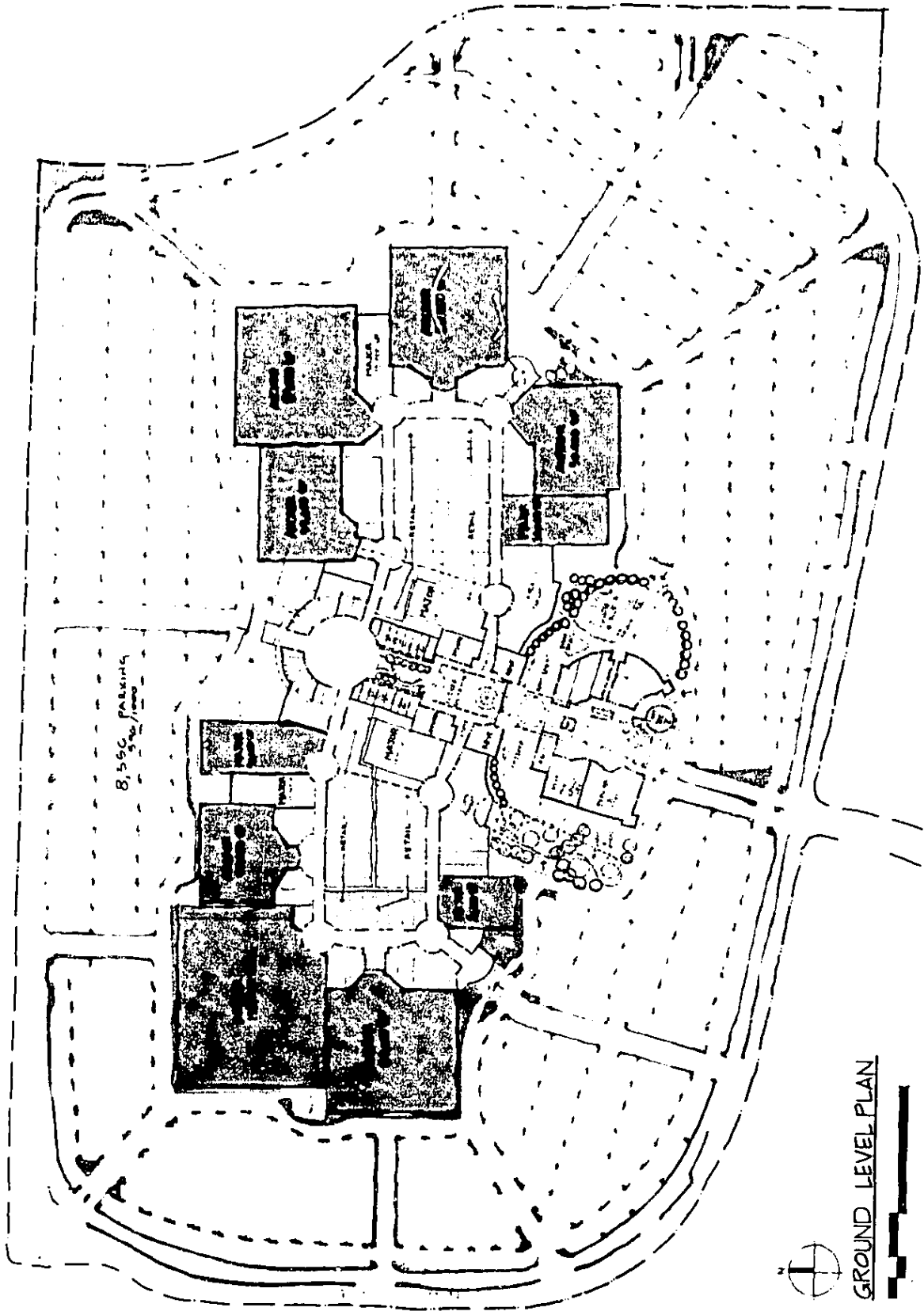
ARCHITECTS PLANNERS DESIGNERS

© COPYRIGHT 1977/1988

BELLUSCHI / BEAME ARCHITECTS
ARCHITECTS PLANNERS DESIGNERS
© COPYRIGHT 1978/1988



ISOMETRIC VIEW



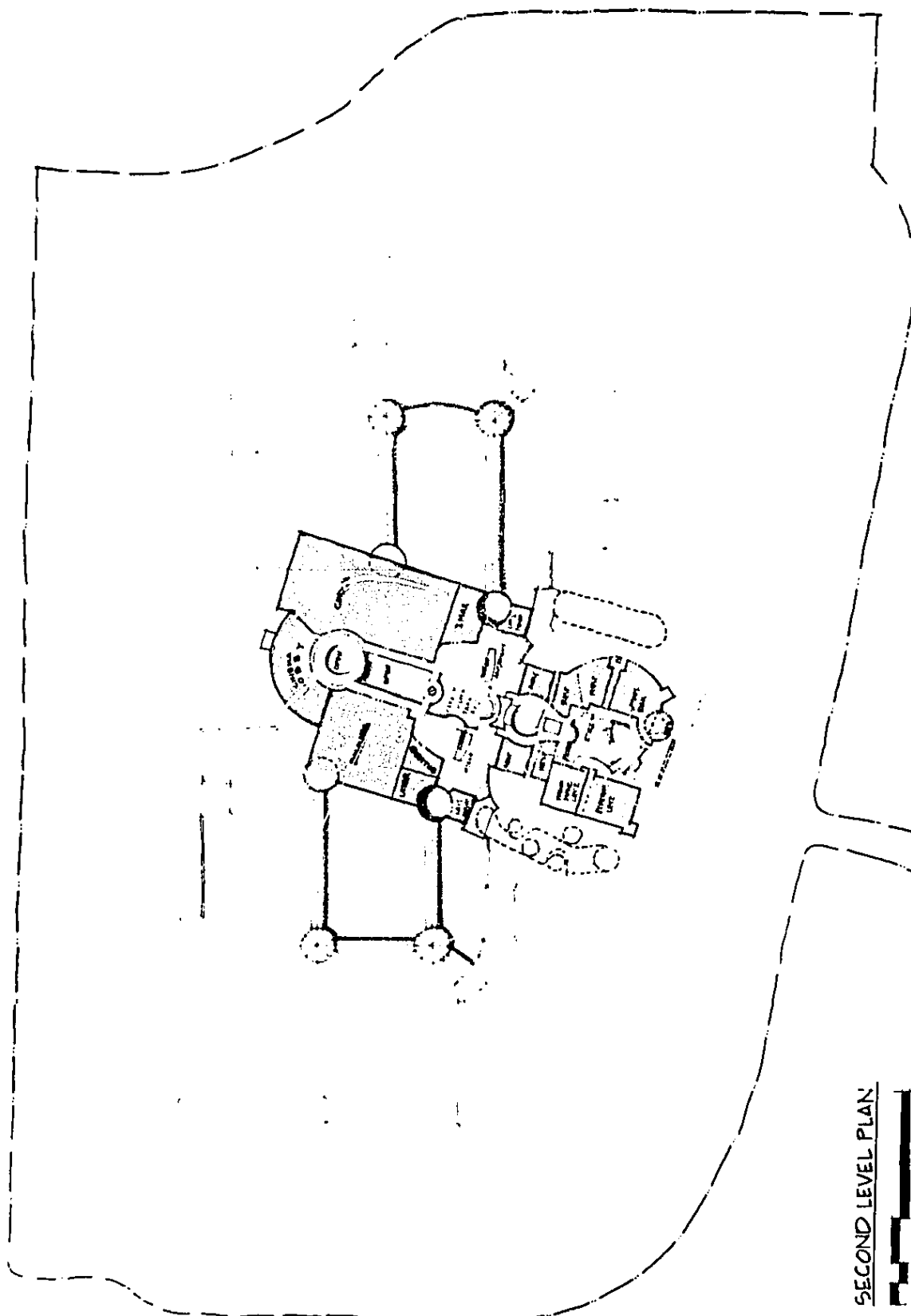
8,550 PARKING
500/1000



GROUND LEVEL PLAN



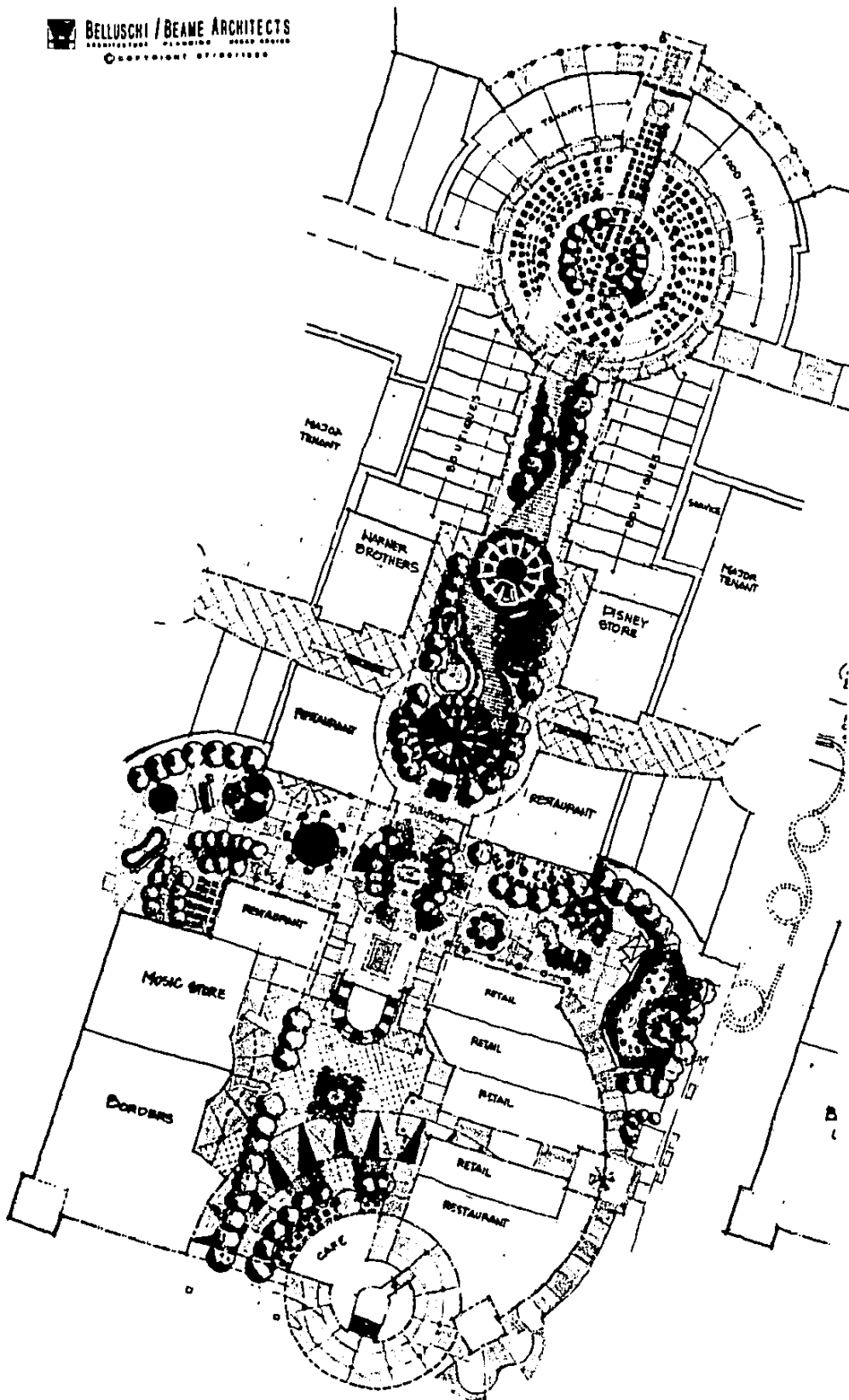
BELUSCHI / BEANE ARCHITECTS
INTERNATIONAL PLANNING AND DESIGN
Copyright © 1988



SECOND LEVEL PLAN

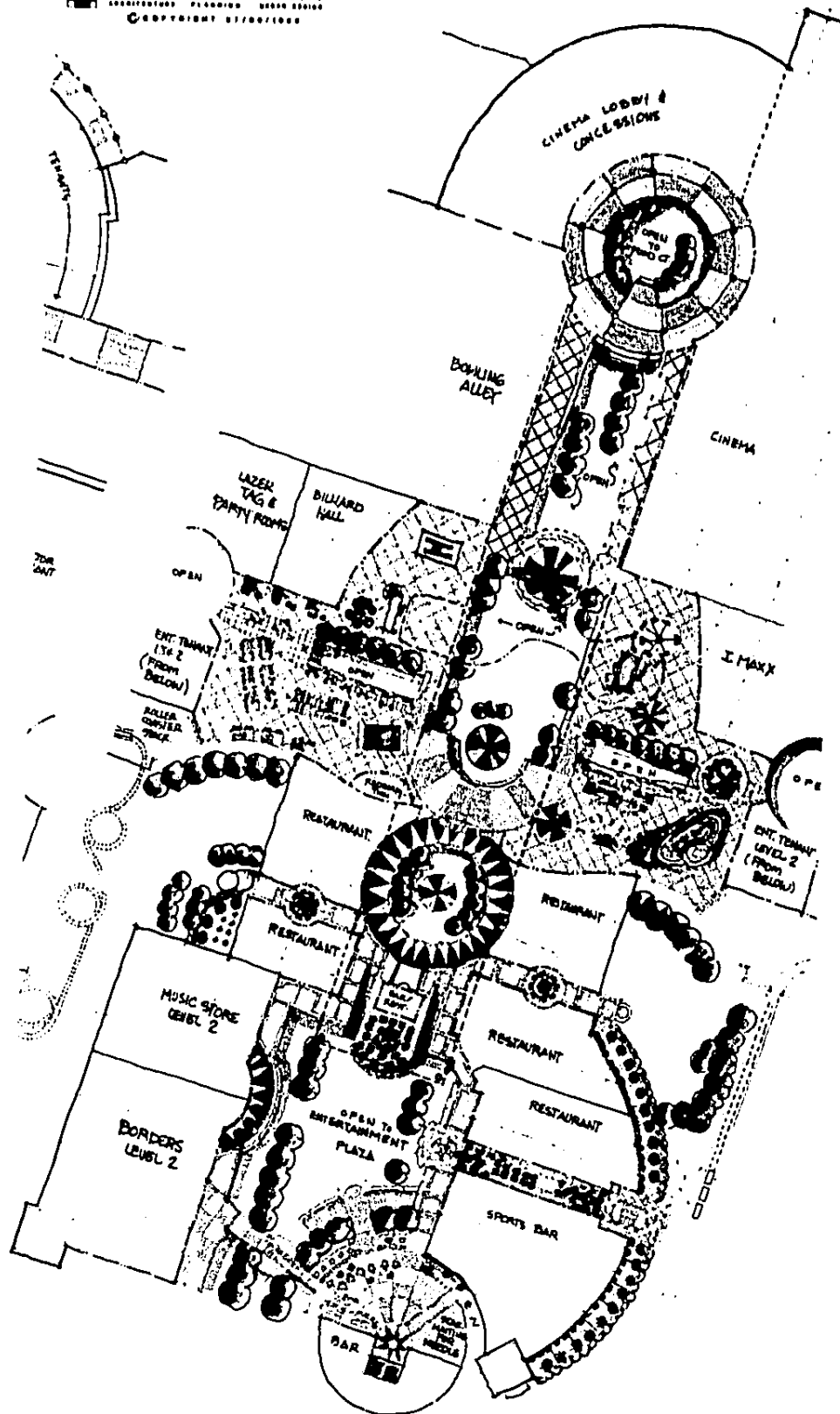


BELLUSCHI / BEANE ARCHITECTS
ARCHITECTS
CORPORATION 27/08/1998



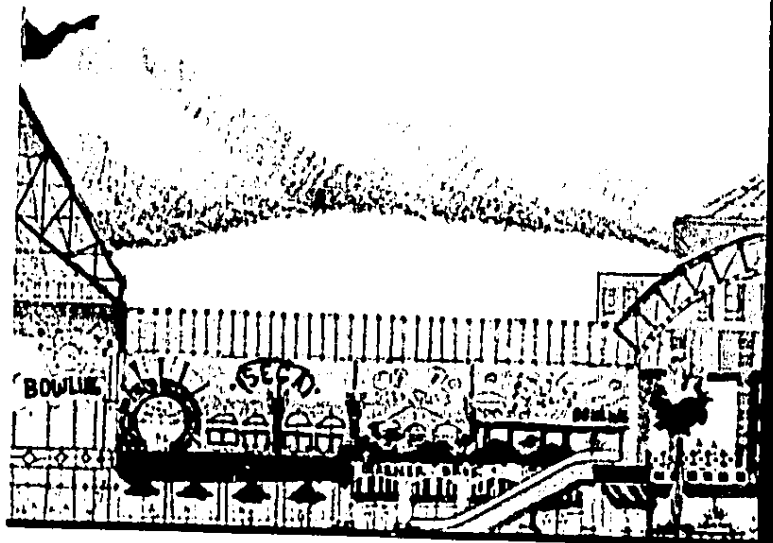
GROUND LEVEL ENTERTAINMENT





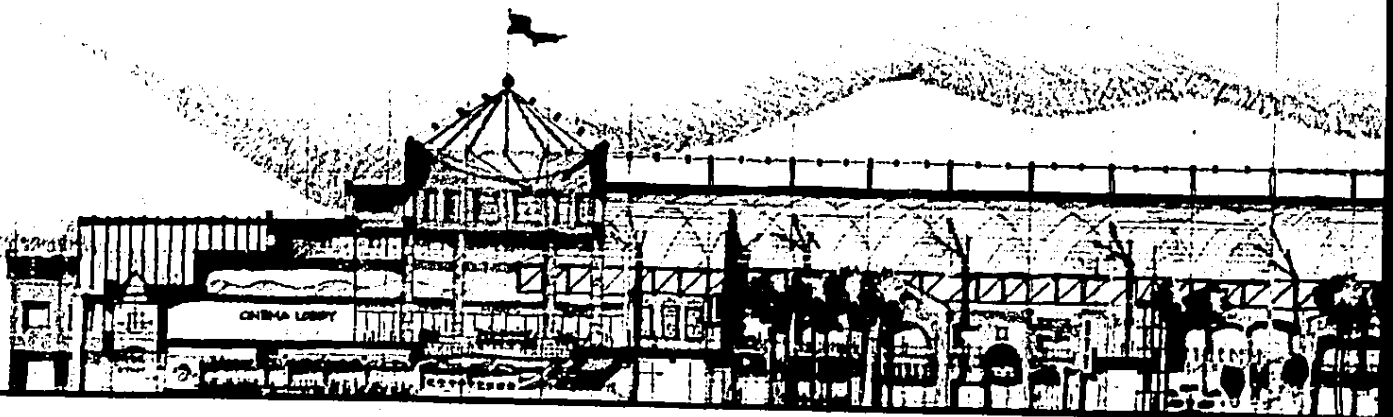
SECOND LEVEL ENTERTAINMENT





SECTION THROUGH ENTERTAINMENT SPINE

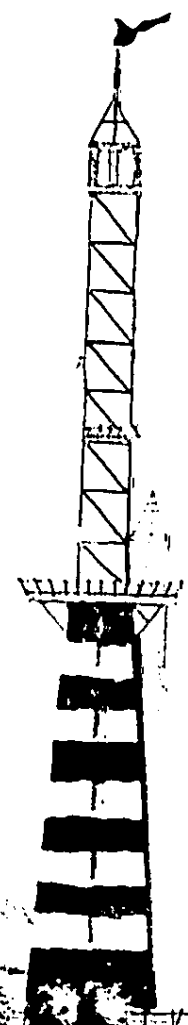
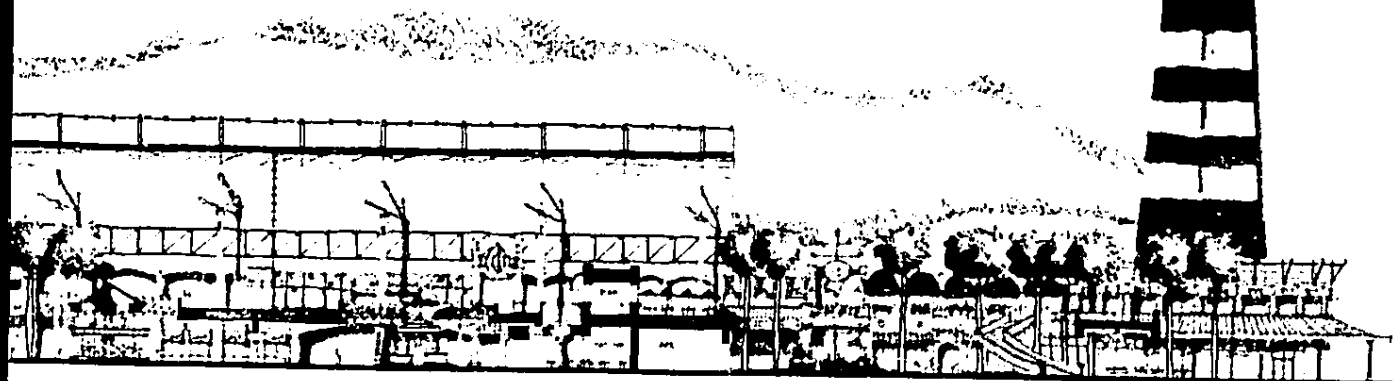
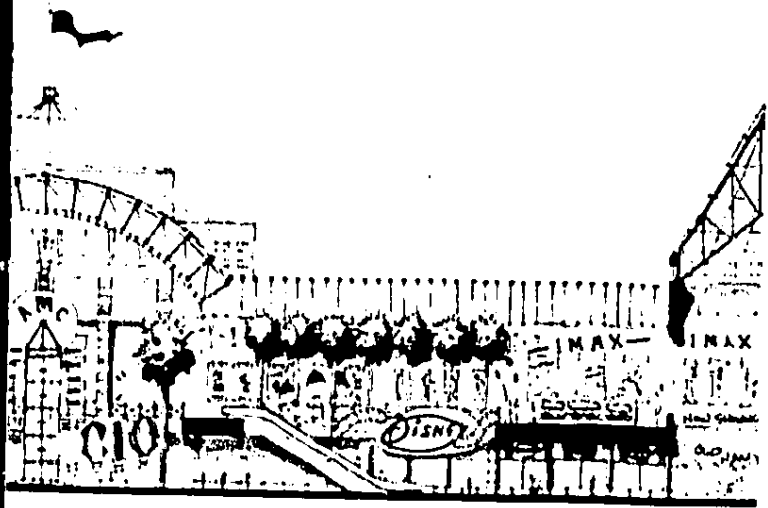
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 BELLUSCHI / BEAME ARCHITECTS
 ARCHITECTURE PLANNING DESIGN
 COPYRIGHT 1977/07/1000

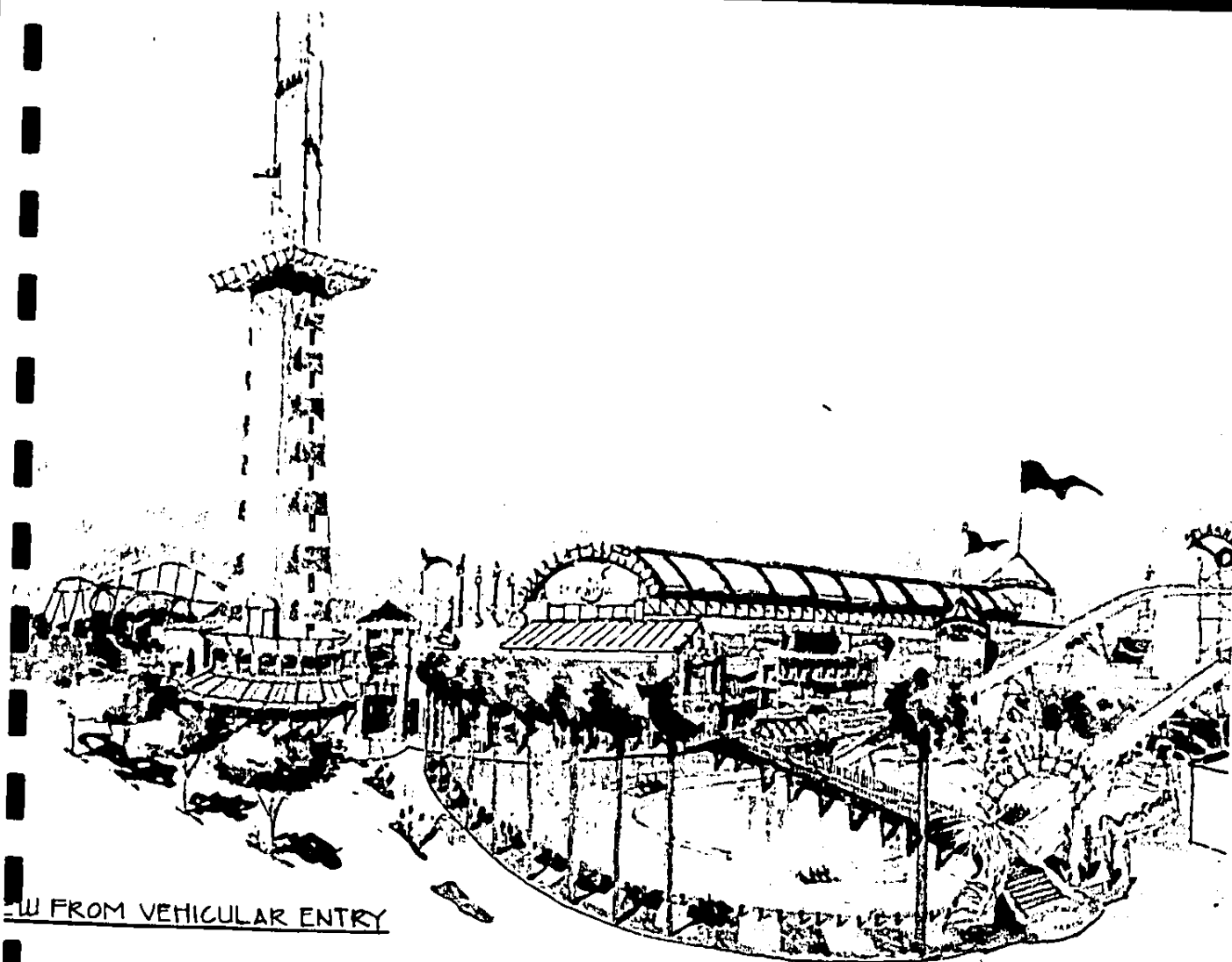


SECTION AT ENTERTAINMENT SPINE

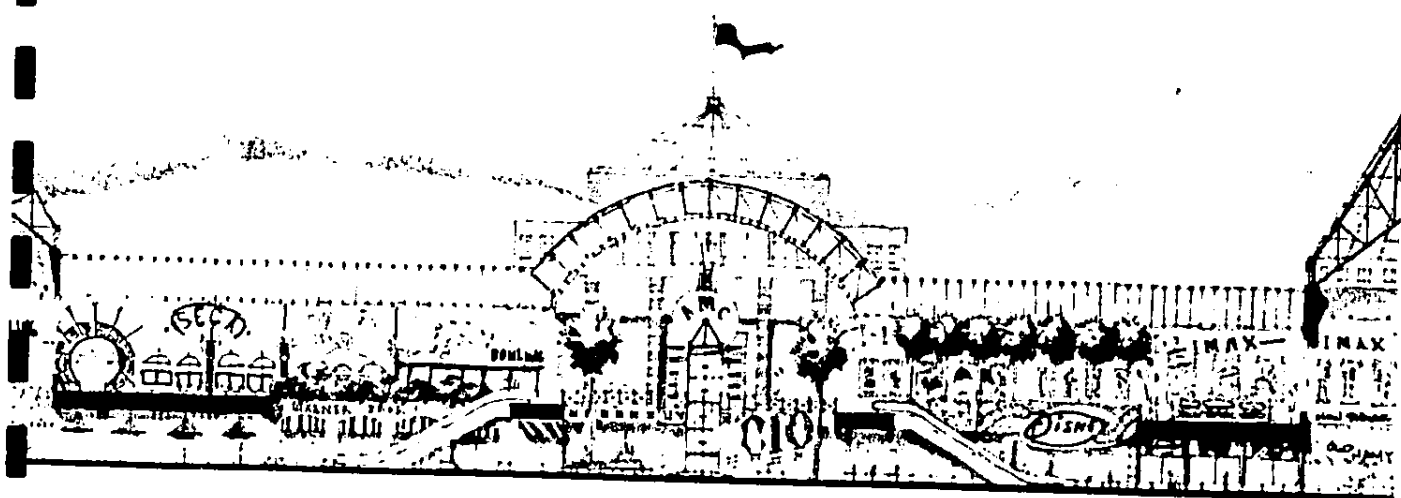
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BELLUSCHI / BEAME ARCHITECTS
 ARCHITECTURE PLANNING DESIGN
 3





VIEW FROM VEHICULAR ENTRY



VIEW THROUGH ENTERTAINMENT SPINE

MONTHLY TIME & JOB RECORD

INDIVIDUAL JOBS NOT LISTED IN CONSULTANCY SECTIONS - for records only this is NOT an INVOICE!

Date: CLIENT:
 ADDRESS:



jkl marketing corp.

All account and nominal codes are JKL marketing origin. please sign & return one copy!

CONTRACTED CONSULTANCY										month ending:	client a/c #:	n/c:
HOURS	m	t	w	t	f	s	s	total hours	rate	AMOUNT		
regular												
overtime												
HOURS	m	t	w	t	f	s	s	total hours	rate	AMOUNT		
regular												
overtime												
HOURS	m	t	w	t	f	s	s	total hours	rate	AMOUNT		
regular												
overtime												
HOURS	m	t	w	t	f	s	s	total hours	rate	AMOUNT		
regular												
overtime												
HOURS	m	t	w	t	f	s	s	total hours	rate	AMOUNT		
regular												
overtime												
TOTALS								hours		AMOUNT		

All items in this section will be billed separately - this is NOT an INVOICE!

CLIENT DISBURSEMENTS	job or a/c #	amount	CLIENT MATERIALS	job or a/c #	amount
sub total			sub total		

There may be other invoices not listed above (e.g. printing)!

Each Job	week1	week2	week3	week4	week5	total hrs	rate	amount	total
regular hours									
overtime									
Individual job name:									
a/c #:									
n/c #:									
Each Job	week1	week2	week3	week4	week5	total hrs	rate	amount	
regular hours									
overtime									
Individual job name:									
a/c #:									
n/c #:									
Each Job	week1	week2	week3	week4	week5	total hrs	rate	amount	
regular hours									
overtime									
Individual job name:									
a/c #:									
n/c #:									

signed: date: **hrs.** **amount** **TOTALS**

jkl marketing corp. +121 spahn street, sarasota, florida, 334232