

# T97000001243

## GUSTAFSON, TILTON, HENNING & METZGER, P.A. ATTORNEYS AT LAW

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4901 NORTH FEDERAL HIGHWAY  
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TELEPHONE (954) 492-0071  
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SUITE 200  
204 SOUTH MONROE STREET  
TALLAHASSEE, FL 32301  
TELEPHONE (850) 425-2466  
FAX (850) 425-2463

PLEASE REPLY TO:  
FORT LAUDERDALE OFFICE

October 7, 1997

000902340690--3  
-10/15/97--01067--019  
\*\*\*\*525.00 \*\*\*\*175.00

Registration Section  
Division of Corporations  
409 E. Gaines St.  
Tallahassee, FL 32399

789/747)6711  
(42,37)

VIA FED EX

Re: Servicemark Registration "Service 7"  
"Service 7 7-Day Discount Auto Repair"  
"Fort Lauderdale Lincoln-Mercury"  
Our File No. 542.010

4,12,42

T97-1243

Ladies and Gentlemen:

~~W97-23062~~

Enclosed are the three applications for servicemark registration on behalf of Fort Lauderdale Lincoln-Mercury, Inc. The enclosures are listed as follows:

- I. Servicemark: "Fort Lauderdale Lincoln - Mercury"

Original and copy of application.

Specimens are:

1. License Plate.
2. Auto Dealership Sticker.
3. Ft. Lauderdale Blues Festival Brochure (Sponsor)

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

RECEIVED  
SECRETARY'S OFFICE  
OCT 10 1997

October 7, 1997

Page 2

4. Ft. Lauderdale Sun-Sentinel Advertisement (Pg. 24 of 10/06/07 Business Section).

There are two classifications. The fee is \$175.00.

II. Servicemark: "Service 7 7-Day Discount Auto Repair"

Original and copy of application.

Specimens are:

1. Business card of Joel G. Hamilton (typical format) with mark.
2. Promotional Oil Change and Filter Coupon.
3. Ft. Lauderdale Sun-Sentinel Advertisement (Pg. 24 of 10/06/97 Business Section).
4. A copy of a business check.
5. Composite photograph of roof sign, door sign, van sign and balloon sign at the Fort Lauderdale Lincoln-Mercury dealership.

There are three classifications. The fee is \$262.50.

III. Servicemark: "Service 7"

Original and copy of application.

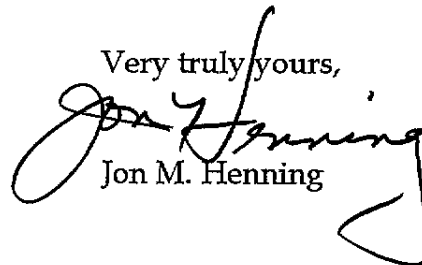
Specimens are additional copies of the same four specimens listed in item II above.

There are three classifications. The fee is \$262.50.

One check for the total fee in the amount of \$700.00 is enclosed. Thank you for your cooperation. Any effort in expediting these registrations would be appreciated.

If there are any questions of additional information needed, please contact me by phone, fax or mail to our Fort Lauderdale office.

Very truly yours,



Jon M. Henning

JMH/emg  
Encls.



FLORIDA DEPARTMENT OF STATE  
Sandra B. Mortham  
Secretary of State

October 9, 1997

JON M. HENNING ESQ.  
GUSTAFSON, TILTON, ET AL  
4901 N. FEDERAL HWY., SUITE 440  
FT. LAUDERDALE, FL 33308

SUBJECT: SERVICE 7  
Ref. Number: W97000023062

We have received your document for SERVICE 7 and your check(s) totaling \$262.50. However, the enclosed document has not been filed and is being returned for the following correction(s):

Class(es) (42 AND 37) would appear applicable to your specific mark. Please delete the class(es) you have on line 2 (d) and insert the pertinent class(es) (42 AND 37).

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 (850) 487-6918.

Nanette Causseaux  
Corporate Specialist Supervisor

Letter Number: 697A00049542

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PLEASE REPLY TO:  
FORT LAUDERDALE OFFICE

October 9, 1997

Nannette Causseaux  
Registration Section  
Division of Corporations  
409 E. Gaines St.  
Tallahassee, FL 32399

VIA FED EX

Re: Servicemark Registration "Service 7" (Document # W97000023062)  
"Service 7 - 7-Day Discount Auto Repair" (Document # W97000023061)  
"Fort Lauderdale Lincoln-Mercury" (Document # W97000023060)  
Our File No. 542.010

Dear Ms. Causseaux:

Enclosed please find a revised application and replacement check for the above referenced servicemarks. As confirmed in our telephone conversation of today the revised categories are:

#37 Construction and Repair  
#42 Miscellaneous

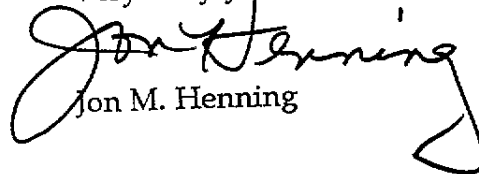
Your office has rejected the registration of Fort Lauderdale Lincoln-Mercury as being "national terms" not eligible for registration with the State of Florida. We are resubmitting the registration of the sunburst background for Fort Lauderdale Lincoln-Mercury at this time.

Nannette Causseaux:  
October 9, 1997  
Page 2

At \$87.50 per class, times 2 classes, times 3 servicemarks, the total fee enclosed is \$525.00.

Thank you for your assistance. Your prompt attention is appreciated.

Very truly yours,

A handwritten signature in cursive script that reads "Jon M. Henning". The signature is written in black ink and is positioned above the printed name.

Jon M. Henning

JMH/emg  
Encls.

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 acknowledgment should be sent:

Re: "Service 7"

Jon M. Henning, Esq.  
Gustafson, Tilton, Henning & Metzger, P.A.  
4901 N. Federal Hwy., Ste. 440  
Fort Lauderdale, FL 33308

( 954 ) 492-0071  
Daytime Telephone number

PART I

1. (a) Applicant's name: Fort Lauderdale Lincoln-Mercury, Inc.

(b) Applicant's business address: 12 East Sunrise Blvd.  
Fort Lauderdale, FL 33304  
City/State/Zip

(c) Applicant's telephone number: ( 954 ) 779-2000

- Individual                       Corporation                       Joint Venture                       Other: \_\_\_\_\_
- General Partnership               Limited Partnership               Union

If other than an individual,

(1) Florida registration number: 151328                      (2) Domicile State: Florida  
(3) Federal Employer Identification Number: 59-0573006

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.)

Repair, maintenance and tire sales for automobiles and other motor  
vehicles; and the financing of those 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, 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.)

Signs, uniforms, stationery, business cards, newspaper and other  
media advertising, use on charge cards.

(Continued)

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

Class # 37 Construction and Repair  
Class # 42 Miscellaneous.

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: June 30, 1997 (b) Date first used in Florida: June 30, 1997

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.)

Service 7 design is attached to application. It consists of thumbnail shape pointing left, the word service and the number 7.

2. DISCLAIMER (if applicable)

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM "Service", "7" or "Seven". "APART FROM THE MARK AS SHOWN."

I, Joel G. Hamilton, 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

Joel G. Hamilton, Executive V.P./General Manager

Typed or printed name of applicant

*[Handwritten Signature]*

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

STATE OF Florida

COUNTY OF Broward

On this 9th day of October, 1997, Joel G. Hamilton personally appeared before me,

who is personally known to me  whose identity I proved on the basis of

(Seal)



ELENA M GALLO  
My Commission CC456105  
Expires Apr. 25, 1998  
Bonded by HAI  
800-422-1565

*Elena M. Gallo*  
Notary Public Signature

Elena M. Gallo  
Notary's Printed Name

My Commission Expires: 1999

FEE: \$87.50 per class

FILED  
OCT 10 1997  
BROWARD COUNTY  
FLORIDA



JOEL G. HAMILTON  
Executive Vice President/General Manager  
**FORT LAUDERDALE**  
LINCOLN - MERCURY

Broward (954) 779-2000  
12 East Sunrise Boulevard  
Ft. Lauderdale, Florida 33304

1-800-NEW MERCURY  
1-800-32 LINCOLN  
Fax (954) 525-7709

THE BACK OF THIS CHECK CONTAINS AN ARTIFICIAL WATERMARK — HOLD AT ANGLE

**FORT LAUDERDALE LINCOLN-MERCURY, INC.**

NATIONS BANK  
NATIONS BANK OF FLORIDA  
FT. LAUDERDALE, FLORIDA 33304

12 EAST SUNRISE BLVD.  
FORT LAUDERDALE, FLORIDA 33304



DATE  
07OCT97

PAY THIS AMOUNT  
\*\*\*\*\*

V2377

FORT LAUDERDALE

TO THE ORDER OF



**OPEN 7 DAYS**  
Discount Auto Repair & Tires  
**ALL MAKES!**  
**779-2060**

Service Hours: Mon-Fri 7:30 AM - 5:30 PM  
Sat 8:00 AM - 5:00 PM  
Sun 9:00 AM - 5:00 PM

12 East Sunrise Blvd. • Fort Lauderdale, FL 33304  
1 1/2 Miles East of I-95  
Located within Fort Lauderdale Lincoln Mercury

AMOUNTS OF

09023420

**\$7.77 OIL & FILTER CHANGE**

(MUST PRESENT THIS COUPON, NO CASH VALUE, ONE PER VEHICLE PER CUSTOMER, EXPIRES 11/30/97)