

Richard E. Ludwig  
Chairman of the Board  
R. Lee Waits  
President and CEO

T98000000461

FILED  
98 APR 15 AM 9:18  
SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

March 31, 1998

Division of Corporations  
Trademark Section  
Post Office Box 6327  
Tallahassee, Florida 32314

To Whom it May Concern:

Enclosed is our application for registration of a Service Mark and three specimens of the mark.

If you need anything else, please call me at (813) 523-1512, extension 202.

Sincerely,

*Lee C. Zeh*  
Lee C. Zeh

Corporate Secretary

Goodwills Working Solutions  
w/smiling "g" logo (42)

LCZ/nwg

Enclosures

400002489424--4  
-04/15/98-01047-002  
\*\*\*\*\*87.50 \*\*\*\*\*87.50

T98-461

(4)

Name	
Availability	ng ng
Document Examiner	NJC
Updater	NJC
Updater Verifier	NJC
Acknowledgement	NJO
W. P. Verifier	NJC



Goodwill Industries-Suncoast, Inc.

10596 Gandy Boulevard • P.O. Box 14456 • St. Petersburg, Florida • 33733-4456  
Pinellas: (813) 523-1512 Hillsborough: (813) 223-3701 FAX: (813) 579-0850 TDD: (813) 576-0882  
e-mail: goodwill-suncoast@worldnet.att.net • Web Site: http://www.goodwill-suncoast.org

Florida Department of State, Jim Smith, Secretary of State

### TRADE OR SERVICE MARK REGISTRATION

Application for Registration of a Service Mark, Chapter 495, Florida Statutes.

TO: Division of Corporations  
Post Office Box 6327  
Tallahassee, FL 32314  
Applicant's Phone Number  
(813) 523 - 1512

Name and address to whom correspondence should be sent:  
Lee C. Zeh, Corporate Secretary  
Goodwill Industries-Suncoast, Inc.  
10596 Gandy Blvd., St. Pete, FL 33702

#### PART I

1. (a) Applicant's name: Goodwill Industries-Suncoast, Inc. (Charter # 711941) ✓  
(b) Applicant's business address: 10596 Gandy Blvd.  
St. Petersburg, FL 33702  
(Mailing to P.O. Box: P.O. Box 14456, St. Petersburg, FL 33733-4456)

( ) individual (X) corporation of the State of Florida  
( ) general partnership ( ) limited partnership of the State of \_\_\_\_\_

2. (a)(1) If the mark to be registered is a service mark, the services in connection with which the mark is used.

Employment and vocational services provided through contracts for services  
under WAGES (Work and Gain Economic Self-Sufficiencies) Florida's welfare to work ini-  
tative.

- (2) If the mark to be registered is a trademark, the goods in connection with which the mark is used.

- (b) The mode or manner in which the mark is used:

Building signage, business cards, letterhead, brochures, advertising, envelopes,  
& promotional materials.

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

Class 42 - Miscellaneous

#### PART II

1. Date first used by the Applicant, predecessor, or a related company.

(a) Date first used anywhere: December 21, 1997

(must include month and year)

(b) Date first used in Florida: December 21, 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.)

"Goodwills Working Solutions" in black and red with

"Smiling G logo" and graphic point line design increasing in thickness

from left to right.

DISCLAIMER (if applicable)

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

Goodwill's

" APART FROM THE MARK AS SHOWN.

Lee C. Zeh

being sworn, depose and say that I am the applicant herein, and the owner of the mark 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 behalf of Goodwill Industries-Suncoast, Inc., and I have read the application and know the contents thereof and that the facts stated herein are true and correct.

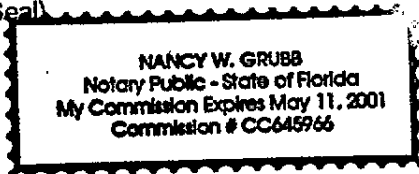
Goodwill Industries-Suncoast, Inc.

Name of individuals or Name of Business in which mark is filed, if any

Lee C. Zeh Corporate Secretary Applicant or authorized officer signature (give title)

Subscribed and sworn to before me this 31st day of March, 19 98.

(Notary Seal)



Nancy W. Grubb Signature of Notary Public

My Commission Expires: May 11, 2001

FILED 98 APR 15 AM 9:16 SECRETARY OF STATE TALLAHASSEE, FLORIDA

FEE: \$87.50 per class

GOODWILL INDUSTRIES-SUNCOAST, INC.  
St. Petersburg, Florida

TO: The Marketing Committee  
John K. Kimbel, III, Chairman      Jed Friend      Akiko Tanaka  
Dale Del Bello      Clayton J. Mynard      Paul R. Wiggins  
G. R. "Rusty" Carpenter      Paul C. Shumway      Richard E. Ludwig, ex officio  
Paul D. Doiron

FROM: R. Lee Waits, President and CEO  
(Prepared by Charla Cribb, Vice President for Marketing Communications)

SUBJECT: Status Report for November 1997

DATE: December 21, 1997

**The initiative to bring people off the welfare roles is the most driving issue in vocational rehabilitation.** Our contracts to provide welfare-to-work services in Pinellas and Hillsborough counties are bringing a good deal of welcome exposure our way. In November, with the assistance of board member Robert Stern, we researched and adopted the name and a logo for Goodwill's Working Solutions. Both have received some attention on the state level. As well, we have had some positive local exposure for our services in the daily newspapers and a significant story on Bay News 9, the new Time Warner Cable 24-hour news channel.



**Of course, Goodwill has a distinguished history of providing services that reduce or eliminate dependency on welfare.** Goodwill Industries International has been aggressively promoting this fact. In November, our Marketing Communications department assisted the international office in developing a video presentation that demonstrates Goodwill's experience with this issue. Our own 1992 Graduate of the Year, Karen Plange Butler, is profiled in the video as a positive example of Goodwill's efforts to provide opportunities that support self-sufficiency and eliminate dependency through the power of work.

**The need to do more thorough internal mission education was an issue that was raised during our staff retreat for strategic reorganization in November.** An employee team has come together to develop an intensive mission education project that will be delivered to all new employees via their required new employee orientation. We hope for two outcomes: to insure that our employees fully understand the purpose of Goodwill in our community, and to develop experienced speakers who are ready to deliver the same message to the external community.

**Our volunteers continue to find unique ways to get people interested in joining the Goodwill family — and to obtain media exposure.** The latest media attention from the *St. Petersburg Times* focused on a project that brings together our volunteers and consumers with disabilities. A few years ago, our volunteers joined with the consumers to create a unique line of handmade holiday cards. The cards proved so popular that the group has expanded the project into all-occasion cards that will be sold in Goodwill stores throughout the year. This is only one of the interesting projects that could build volunteer participation in Goodwill-Suncoast. During November, a steady group of 20 volunteers donated 285 hours of service to Goodwill projects. A total of 351 community service workers additionally performed 4,245 hours of service, mostly at Goodwill-Suncoast's 18 stores and in the Gandy Rehabilitation Center.