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T98000000646

May 14, 1998

FILED  
SECRETARY OF STATE  
DIVISION OF CORPORATIONS  
98 JUN -3 AM 10:04

**CERTIFIED MAIL - RETURN RECEIPT REQUESTED**  
**P 085 271 076**

Florida Department of State  
Division of Corporations  
Trademark Section  
P. O. Box 6327  
Tallahassee, Florida 32314-6327

**Re: Trademark Registration**

300002527893--5  
-05/18/98--01134--001  
\*\*\*\*\*87.50 \*\*\*\*\*87.50

Dear Sir or Madam:

Enclosed for filing on behalf of my client, Purest Foods Market, Inc., is an original and one copy of a Registration Application for a trademark for "Purest Foods Market (and design)". Our recent search of the records reflects that there is no registered mark which would prohibit registration. The filing fee of \$87.50 is enclosed, along with the required specimens.

If you have any questions about the enclosed, please call the undersigned.

T98-646

Julie Frey GAVE  
AUTHORIZATION BY PHONE TO  
CORRECT disclaimer & class  
DATE 5/19/98

Sincerely yours,

Julia L. Frey

JLF/rdm/00 EXAM

Enclosures

c: Diana K. Wright (w/encls)

|                   |     |
|-------------------|-----|
| Name              | GA  |
| Availability      |     |
| Document Examiner | GSH |
| Updater           | GSH |
| Updater           |     |
| Verifier          | GSH |
| Acknowledgement   | GSH |
| W. P. Verifier    | GSH |

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A MEMBER OF COMMERCIAL LAW AFFILIATES, A WORLDWIDE ORGANIZATION OF INDEPENDENT LAW FIRMS.

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 and address to whom acknowledgment should  
be sent:

Julia L. Frey, Esquire  
Lowndes, Drosdick, Doster, Kantor & Reed, P.A.  
215 North Eola Drive, Orlando, Florida 32801  
( 407 ) 843-4600  
Daytime Telephone number

**PART I**

1. (a) Applicant's name: Purest Foods Market, Inc. ✓

(b) Applicant's business address: P. O. Box 470034, Kissimmee, FL 34747-0034

(c) Applicant's telephone number: (407) 522-9161

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

If other than an individual,

(1) Florida registration number: P96000090435 (2) Domicile State: Florida

(3) Federal Employer Identification Number: 59-3412156

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.)

(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.)

retail grocery store services.

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

advertisements and other manners customary in the trade

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(Continued)

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

35

## 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: May 1, 1997 (b) Date first used in Florida: May 1, 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.)

the words "Purest Foods Market" in a oval design which includes a representative rising sun over a rooftop and which has 3 stalks of wheat

2. DISCLAIMER (if applicable)

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM "FOODS # MARKET" APART FROM THE MARK AS SHOWN.

I, Diana K. Wright, President of Purest Foods Market, Inc., a Florida corporation, 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 therefore. 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.

PUREST FOODS MARKET, INC., a Florida corporation

Typed or printed name of applicant

Diana K. Wright

Applicant's signature

DIANA K. WRIGHT, as President  
(List name and title)

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STATE OF FLORIDA

COUNTY OF OSCEOLA

On this 7th day of May, 1998, DIANA K. WRIGHT, as President of Purest Foods Market, Inc., a Florida corporation, personally appeared before me,

- ☒ who is personally known to me  
☐ Whose identity I proved on the basis of \_\_\_\_\_

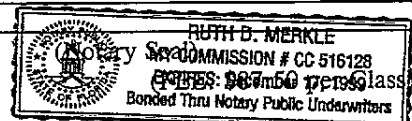
Signature:

Print Name:

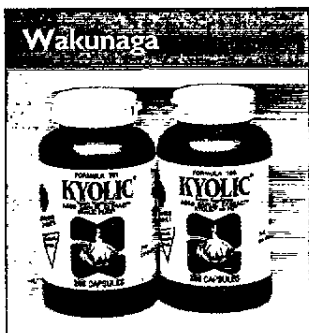
Commission No.

Commission Expires:

Ruth D. Merkle  
Ruth D. Merkle



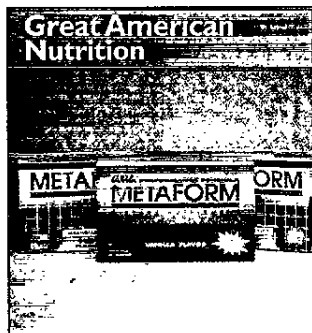
CR23014



**Kyolic Yeast Free Aged Garlic Extract**  
The sociable garlic - guaranteed no garlic odor. Organically grown garlic - 200 Capsules

**Kyolic Aged Garlic Extract With Brewer's Yeast**  
The sociable garlic with no garlic odor - 200 Capsules

Each Special Retail **\$13<sup>95</sup>**



**Metaform**  
Technically advanced nutrition. A nutrient dense athletic super food with the serious athlete, power-lifter and bodybuilder in mind. Complete diet and exercise plan included. Chocolate, Strawberry, or Vanilla - 20-2.5 oz. Packets

Each Special Retail **\$32<sup>99</sup>**



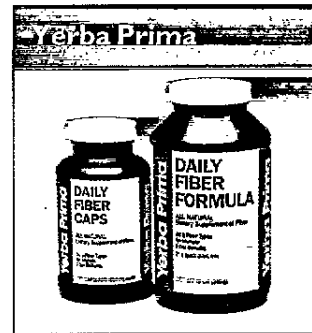
**Vitamin E (d-alpha) 400 I.U.**  
- 100 Softgels

Special Retail **\$10<sup>29</sup>**

**Menopause Nutritional System**

Dietary supplement formulated by Dr. Susan M. Lark, M.D. Provides the nutrients that may be depleted during mid-life and menopausal years. Vitamin/mineral formula - 84 Caplets, Herbal formula - 30 Capsules

Special Retail **\$13<sup>29</sup>**



A great way to introduce fiber into your daily diet!

**Daily Fiber Formula**

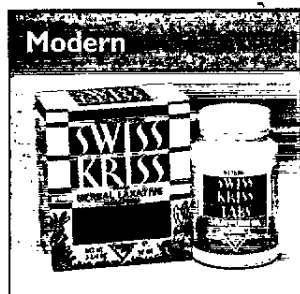
An all natural dietary supplement of all 5 fiber types, with psyllium seed husks, barley bran, acacia gum, oat bran, and fruit pectin. Mix with water or juice - 12 oz.

12 oz. Special Retail **\$5<sup>99</sup>**

**Daily Fiber Caps**

All 5 fiber types for multiple fiber benefits in convenient capsule form - 180 Capsules

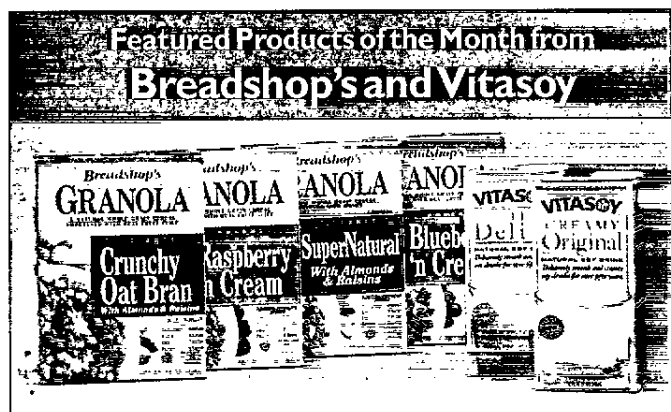
Capsules Special Retail **\$6<sup>99</sup>**



**Swiss Kriss Herbal Laxative**  
Known worldwide as the smoothest, most satisfying laxative. 100% natural - Flakes - 3.25 oz., Tablets - 250

Flakes Special Retail **\$3<sup>99</sup>**

Tablets Special Retail **\$6<sup>49</sup>**



**Vitasoy Organic Soy Beverage**

Great new taste! Deliciously smooth and creamy natural soy drink. It's perfect for cereal! Made with whole organic soy beans. Creamy Original or Vanilla Delite - 32 oz.

Each Special Retail **\$1<sup>99</sup>**

**Breadshop's Granola Cereals**

Gourmet Supernatural with Almonds & Raisins - whole grain cereal sweetened with honey. Crunchy Oat Bran with Almonds & Raisins, Raspberry 'n Cream, or Blueberry 'n Cream - whole grain cereals lightly sweetened with real fruit juice - 13 oz.

Each Special Retail **\$2<sup>29</sup>**



Highland Lakes Center • W. Colonial at Hiwassee  
7321 W. Colonial Dr. • Orlando, FL 32818  
Phone: (407) 522-9161 • Fax: (407) 522-9131  
16880



**HEALTHYVALUES**  
Healthy Values Center® is a registered trademark of Tree of Life, Inc.