

**MICHAEL SWERDLOW**  
**COMPANIES, INC.**

Direct (954) 967-2820

T99000000384

March 3, 1999

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

**VIA FEDERAL EXPRESS**

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 -03/09/99--01088--007  
 \*\*\*\*\*87.50 \*\*\*\*\*87.50

RE: **DOLPHIN MALL; DOCUMENT NO. T96000001043**

Dear Ms. Cushing:

On September 5, 1996, Michael Swerdlow Companies, Inc. registered the service name of Dolphin Mall under the captioned Document Number. The shopping center, Dolphin Mall, now owned by an affiliate entity, Dolphin Mall Associates Limited Partnership, wishes to now file a new registration application in its own name, registering both the name Dolphin Mall and its associated logo (3 specimens of which are herewith enclosed, as required).

Therefore, Michael Swerdlow Companies, Inc. hereby relinquishes any conflicting or superior right in the use of the name Dolphin Mall to now be held solely in and for the benefit of Dolphin Mall Associates Limited Partnership.

We hereby also deliver to you for registration of the service name and mark/logo, Dolphin Mall, the following:

FILED  
 MAR 25 PM 2:16  
 TALLAHASSEE, FLORIDA  
 DEPARTMENT OF STATE

Name Availability	1.	Original and one (1) copy of the Application for the Registration of a Trademark or Service Mark.
Document Examiner	2. DCC	Three (3) original specimens of the service name and mark/logo for: Dolphin Mall.
Updater	3. DCC	Check payable to Florida Department of State in the amount of \$87.50 to cover the registration cost of the foregoing under Class 42 pursuant to my telephone conversation with you on February 24, 1999.
Updater verifier		
Acknowledgment		Please let me know if you have any questions or need any additional information. Thank you.
W. P. Verifier	DCC	

G. TAX	
FILING	87.50
R. AGENT FEE	
G. COPY	
TOTAL	
N. BANK	
BALANCE DUE	
REFUND	

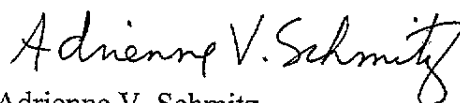
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Ms. Diane Cushing, Corporate Specialist  
Trademark Registration Section  
Division of Corporations  
Page 2  
March 3, 1999

Sincerely,

MICHAEL SWERDLOW COMPANIES, INC.



Adrienne V. Schmitz  
Associate Counsel

AVS:cmo  
Enclosures



**SWERDLOW**  
REAL ESTATE GROUP

Direct (954) 967-2820

March 19, 1999

Ms. Diane Cushing, Corporate Specialist  
Florida Department of State  
Division of Corporations  
409 East Gaines Street  
Tallahassee, Florida 32399

**VIA FEDERAL EXPRESS**

**RE: DOLPHIN MALL; YOUR LETTER #399A00011879 DATED MARCH 12, 1999**

Dear Ms. Cushing:

Per your recent telephone conversation with Adrienne Schmitz of our office, enclosed please find the captioned Dolphin Mall Application, revised to show a first use date of August 1, 1995. The balance of the application has not been revised, as per your discussion, as the three (3) logos in your possession substantiate that the logo is in active, current use for leasing and construction advertisements and associated purposes even though the Mall will not be fully completed until next year.

Please now file the application and return the filing certificate at your earliest convenience. Thank you.

Sincerely,

SWERDLOW REAL ESTATE GROUP, INC.

Theodore R. Stotzer  
Senior Vice President and General Counsel

TRS:cmo  
Enclosure



FLORIDA DEPARTMENT OF STATE  
Katherine Harris  
Secretary of State

March 12, 1999

ADRIENNE V. SCHMITZ  
MICHAEL SWERDLOW COMPANIES, INC.  
200 SOUTH PARK ROAD, SUITE 200  
HOLLYWOOD, FL 33021

SUBJECT: DOLPHIN MALL AND DESIGN OF THREE (3) STYLIZED  
DOLPHINS IN PROFILE IN SUCCESSIVELY LARGER SIZES  
Ref. Number: W99000006010

We have received your document for DOLPHIN MALL AND DESIGN OF THREE (3) STYLIZED DOLPHINS IN PROFILE IN SUCCESSIVELY LARGER SIZES and your check(s) totaling \$87.50. 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.

The specimens provided this office are not acceptable; we need three permanent specimens, which may be the same or different. 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.

The specimens you submit must show that the services are being rendered now. The ones you sent up show that it's opening in 2000.

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) 487-6913.

Diane Cushing  
Corporate Specialist

Letter Number: 399A00011879

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:  
DOLPHIN MALL ASSOCIATES LIMITED  
PARTNERSHIP

Attn: Theodore R. Stotzer, Esq.  
200 South Park Road, Suite 200  
Hollywood, Florida 33021

( 954 ) 967-2820  
Daytime Telephone number

PART I

1. (a) Applicant's name: DOLPHIN MALL ASSOCIATES LIMITED PARTNERSHIP

(b) Applicant's business address: c/o Swerdlow Real Estate Group, Inc.

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

SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

99 MAR 25 PM 2:56

FILED

If other than an individual,

(1) Florida registration number: B9700000194 (2) Domicile State: Delaware

(3) Federal Employer Identification Number: 52-2033087

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 located in Dade County, Florida, with the  
associated 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.

(Continued)

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

Class 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: 8/1/95 (b) Date first used in Florida: 8/1/95

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 name to be registered is: Dolphin Mall. Associated Logo/design to be registered shows three (3) stylized dolphins in profile in successively larger sizes in various color combinations with the name Dolphin Mall or Dolphin Mall Miami.

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, THEODORE R. STOTZER, 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

Theodore R. Stotzer, as Sr. Vice Pres. of SREG Dolphin Mall, Inc., as general partner of Dolphin Mall Associates Limited Partnership

Typed or printed name of applicant

By: [Signature]

Applicant's signature or authorized person's signature

(List name and title) Theodore R. Stotzer, Sr. Vice Pres.

FILED STATE OF FLORIDA PM 2:56

STATE OF FLORIDA

COUNTY OF BROWARD

On this 3rd day of March, 19 99, THEODORE R. STOTZER personally appeared before me,

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

[Signature]

Notary Public Signature

Celeste M. Orlins

Notary's Printed Name

(Seal)



Celeste M. Orlins MY COMMISSION # CC550511 EXPIRES August 24, 2000 BONDED THRU TROY FAIN INSURANCE, INC.

My Commission Expires:

FEE: \$87.50 per class

# Welcome BIENVENIDOS Ben-VINDOS

Welcome to Miami's most exciting new destination for shopping, dining and entertainment. Dolphin Mall is the ultimate shopper's paradise located just 5 miles west of Miami International Airport. Opening in 2000, Dolphin Mall features 1.4 million square feet of:

- premier value priced stores
- quality name brands
- specialty boutiques
- dining, food court, casual cafes
- 30 cinemas
- amusements, rides and attractions
- guest amenities
- non-stop fun!



DOLPHIN  
MALL  
MIAMI

# Opening 2000

