

T99000000871

Sunstate Research

Requestor's Name

Address

656-5454

City/State/Zip

Phone #

Office Use Only

CORPORATION NAME(S) & DOCUMENT NUMBER(S), (if known):

1. "encuesta.com" (Corporation Name) (Document #)

2. (Corporation Name) (Document #)

3. (Corporation Name) (Document #)

4. (Corporation Name) (Document #)

☒ Walk in

☐ Pick up time

☐ Certified Copy

☐ Mail out

☐ Will wait

☒ Stamped Photocopy

☐ Certificate of Status

| NEW FILINGS | |
|-------------|-------------------|
| | Profit |
| | NonProfit |
| | Limited Liability |
| | Domestication |
| | Other |

| AMENDMENTS | |
|------------|--|
| | Amendment |
| | Resignation of R.A., Officer/ Director |
| | Change of Registered Agent |
| | Dissolution/Withdrawal |
| | Merger |

500002937435-7
-07/21/99--01044--010
*****87.50 *****87.50

| OTHER FILINGS | |
|------------------|-----|
| Annual Report | DCC |
| Fictitious Name | DCC |
| Name Reservation | |
| Ver. P. Verifier | DCC |
| Ver. P. Verifier | DCC |
| Ver. P. Verifier | DCC |

| REGISTRATION/ QUALIFICATION | |
|-------------------------------------|---------------------|
| | Foreign |
| | Limited Partnership |
| | Reinstatement |
| <input checked="" type="checkbox"/> | Trademark |
| | Other |



**Target
Market
Research
Group, Inc.**

July 20, 1999

Ms. Nanette J. Causseaux
Trademark Section
Division of Corporations
Post Office Box 6327
Tallahassee, Florida 32314

Re: encuesta.com Logo

Dear Ms. Causseaux:

I have enclosed, for filing and registration, an original and one copy of the Application for Registration of a Service Mark, the encuesta.com logo a new service of Target Market Research Group, Inc. together with three specimens of the mark in current use. Also enclosed is a check, in the amount of \$87.50, covering the cost of the filing and registration fees.

Thank you in advance for your assistance and, of course if you have any question, do not hesitate to call me at (305) 661-1492 ext. 106.

Sincerely,

Martin G. Cerdá
President

/mgc

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:

Martin G. Cerda
Target Market Research Group, Inc.
4990 SW 72 Avenue, Suite 110
Miami, FL 33155
(305) 661-1492 ext. 106
Daytime Telephone number

PART I

1. (a) Applicant's name: Target Market Research Group, Inc.

(b) Applicant's business address: 4990 SW 72 Avenue, Suite 110
Miami, FL 33155

City/State/Zip

(c) Applicant's telephone number: (305) 661-1492

☐ Individual

☒ Corporation

☐ Joint Venture

☐ Other:

☐ General Partnership

☐ Limited Partnership

☐ Union

If other than an individual,

(1) Florida registration number: S98462

(2) Domicile State: FL

(3) Federal Employer Identification Number: 65-0301025

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.)

The service mark is used in connection with market research,
public opinion analysis, and consultation based on Internet
surveys and polls.

(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.)

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

The service's identity and logo will appear on business materials,
brochures, industry magazine advertising, and the dedicated
web-site at www.encuesta.com.

(Continued)

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

Class 35 - Advertising and Business

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: 7/15/99 (b) Date first used in Florida: 7/15/99

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.)

Ellipse shape with the words "encuesta.com" inside written in

fanciful form. Encuesta means "survey" or "poll" in Spanish.

The color is black & white.

2. **DISCLAIMER** (if applicable)

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

I, Martin G. Cerda, 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.

Target Market Research Group, Inc.

Typed or printed name of applicant

Typed or printed name _____
 Applicant's signature or _____

Applicant's signature or authorized person's signature

(List name and title) **Martin G. Cerda/President**

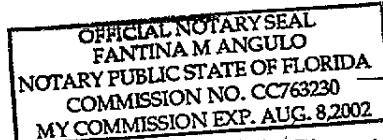
STATE OF Florida

COUNTY OF Miami-Dade

On this 20th day of July, 19 99, Martin G. Cerda personally
appeared before me, ✓ D f

☐ who is personally known to me ☒ whose identity I proved on the basis of Driver's License

(Seal)



Notary Public Signature

Notary's Printed Name

My Commission Expires: _____

FEE: \$87.50 per class



Target
Market
Research
Group, Inc.

PRESS RELEASE

PRESS RELEASE

FOR IMMEDIATE RELEASE

July 15, 1999



***TARGET MARKET RESEARCH GROUP, INC. ANNOUNCES
THE LAUNCH OF ENCUESTA - A NEW INNOVATIVE MARKETING RESEARCH SERVICE***

Target Market Research Group, Inc., a leading U.S. Hispanic research supplier founded in 1989, has launched ENCUESTA, a new service aimed at providing custom qualitative and quantitative marketing research among the nation's burgeoning Hispanic/Latino population. ENCUESTA uses innovative research techniques based on emerging technology such as e-mail/online based surveys and the live transmission of focus groups via the company's dedicated web-site at www.encuesta.com. ENCUESTA also offers man-on-the-street type and in-home type surveys designed to capture qualitative insights, again using state-of-the-art technology such as digital photography and full-motion digital video movies, which are inexpensive to produce and easy to deliver via the Internet.

All of these services are designed to keep pace with today's ever-increasing demand for faster results to support management decision making at a lower cost.

The company is using the latest software and hardware tools to implement these emerging research approaches and will offer this service in addition to its current marketing research services using traditional methodologies such as telephone, door-to-door, and mall intercept interviews.

Target Market Research Group, Inc. is based in Miami, Florida and conducts research in all major U.S. Hispanic markets such as Los Angeles, New York, and Miami as well as Puerto Rico for major Fortune 500 companies such as American Airlines, Burger King Corporation, Coca-Cola USA, and General Motors Corporation.

Questions or request for information may be directed to Martin G. Cerda at 305-661-1492 ext. 106 or via e-mail at martin_cerda@encuesta.com.