

**Malloy &  
Malloy, P.A.**

**T9900000 1029**

Patent, Trademark & Copyright Law

"Since 1959"  
Registered Patent Attorneys  
Members of the Florida Bar  
Trial and Appellate Counsel

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July 26, 1999

FILED  
99 AUG 25 AM 9:07  
SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

Secretary of State  
Division of Corporations  
P.O. Box 6327  
Tallahassee, Florida 32314

Re: Florida Trademark Application -  
"SEYBOLD DIAMOND & JEWELRY MALL"  
Our Ref.: 2.644.99

100002946201--6  
-07/30/99--01079--002  
\*\*\*\*\*87.50 \*\*\*\*\*87.50

Dear Sir:

(42)

Enclosed please find a trademark application, along with three (3) specimens, to be filed with the State of Florida regarding the above-referenced trademark. Also enclosed is our check in the amount of \$87.50 to cover the appropriate filing fee.

Kindest regards,

Very truly yours,

*[Signature]*  
John Cyril Malloy, III  
For the Firm

JCM3/mp  
Enclosures

(5)

check \$5960

789/740/671  
Diamond & Jewelry

T99-1029  
~~499-18017~~

Name	
Availability	MP
Document Examiner	NJC
Updater	NJC
Updater Verifier	NJC
Acknowledgement	NJC
W. P. Verifier	NJC



FLORIDA DEPARTMENT OF STATE

Katherine Harris  
Secretary of State

August 4, 1999

JOHN CYRIL MALLOY, III ESQUIRE  
MALLOY & MALLOY, P.A.  
2800 S.W. THIRD AVE.  
MIAMI, FL 33129

SUBJECT: SEYBOLD DIAMOND & JEWELRY MALL  
Ref. Number: W99000018017

We have received your document for SEYBOLD DIAMOND & JEWELRY MALL and your check(s) totaling \$87.50. However, the enclosed document has not been filed and is being returned for the following correction(s):

Your mark contains word(s)/design(s) that must have a disclaimer. All geographical terms, such as cities, states, countries, and designs of same, must be disclaimed. Some commonly used words and corporate suffixes must also be disclaimed. You must disclaim the following term(s) by completing the disclaimer statement found in #2 of Part III of the application: DIAMOND & JEWELRY

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: 899A00039460

Florida Department 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 & address to whom  
acknowledgement should be sent:

Malloy & Malloy, P.A.  
2800 S.W. Third Avenue

Miami, Florida 33129

( 305 ) 858-8000

Daytime Telephone number

PART I

1. (a) Applicant's name: Seybold Diamond & Jewelry Mall, Inc.
- (b) Applicant's business address: 36 N.E. 1st Street, Suite 363  
Miami, Florida Zip: 33132
- (c) Applicant's telephone number: ( 305 ) 58-8000

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

If other than an individual,

- (1) Florida registration number: P99000017329 ✓
- (2) Federal Employer Identification Number: \_\_\_\_\_
- (3) Domicile State: Florida

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.)

on-line & internet access services providing multiple user access to and  
from a global computer, information network for the transfer and dissemination of a wide  
range of information, including the sale of merchandise

(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, barbeque grills, shoe laces, etc.)

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

advertising and promotional materials (including, but not limited to,  
advertising in the web on a global computer, flyers, brochures and signs)

(Continued)

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

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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: 5/1/99
  - (b) Date first used in Florida: 5/1/99

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.)

"SEYBOLD DIAMOND & JEWELRY MALL"

FILED  
 99 AUG 25 AM 9 07  
 SECRETARY OF STATE  
 TALLAHASSEE, FLORIDA

2. DISCLAIMER (if applicable)

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

I, Alfredo Castro, 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.

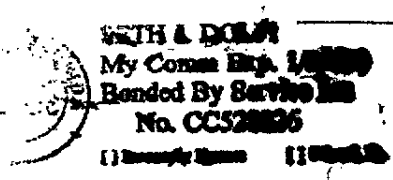
Seybold Diamond & Jewelry Mall, Inc.  
 Typed or printed name of applicant

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

STATE OF Florida  
 COUNTY OF Dade

On this 19<sup>th</sup> day of July, 19 99, Alfredo Castro  
 personally appeared before me,

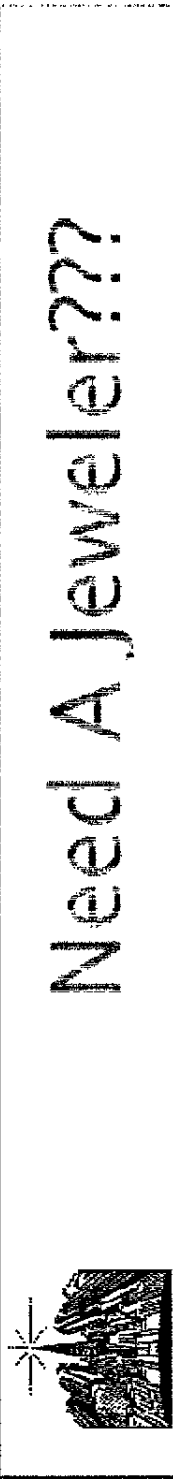
- who is personally known to me
- whose identity I proved on the basis of \_\_\_\_\_



Seth I. Dolf  
 Notary Public Signature  
Seth I. Dolf  
 Notary's Printed Name

Seal

My Commission Expires: 1/29/00



# Need A Jeweler???

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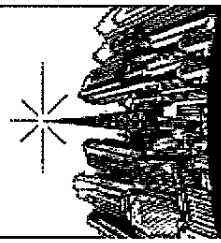
## Welcome

**T**o **Seybold Diamond & Jewelry Mall**, the world's largest interactive jewelry mall. Serving businesses and individuals from the trade and general public, the Seybold Diamond & Jewelry Mall offers links to virtual retail jewelry stores, pawn shops, jewelry exchanges, service & repair shops, and a database with thousands of jeweler listings from around the world.

At the **Seybold Diamond & Jewelry Mall**, you will also find a directory of trade associations, publications, and shops; a directory of importers-exporters, wholesalers and manufacturers of jewelry and watches, supply houses, and more. Seybold Diamond & Jewelry Mall is truly the place to shop and develop new business relations in the jewelry field.

There is no doubt that the internet has become the way of the future in the communications field and the World Wide Web is now one of the most cost effective means of reaching mass audiences worldwide. Retailers, wholesalers, manufacturers and distributors need to establish their images and market

**SEYBOLD™**  
DIAMOND & JEWELRY MALL



*World's Largest Jewelry Mall*