

722000000601

(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

☐ PICK-UP

☐ WAIT

☐ MAIL

(Business Entity Name)

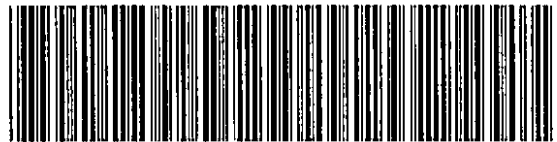
(Document Number)

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Special Instructions to Filing Officer:

W22-18396

Office Use Only



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2022 MAY 13 PM 4:06
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

FILED

K. SALY

MAY 13 2022



FLORIDA DEPARTMENT OF STATE
Division of Corporations

February 15, 2022

MELISSA LAMBERT
MORAN KIDD LYONS JOHNSON GARCIA, P.A.
P.O. BOX 472
ORLANDO, FL 32802-0472

SUBJECT: STRATEGIC BUSINESS COUNSEL
Ref. Number: W22000018396

We have received your document for STRATEGIC BUSINESS COUNSEL 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: "BUSINESS" "COUNSEL"

The specimens provided this office are not acceptable; we need three permanent specimens, **which may be the same or different**. We do not accept 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. We DO NOT accept letterhead, stationery, envelopes, invoices or mailing labels.

Please attach your specimens to a copy of this letter or to your corrected application, if it was returned to you for correction(s), and return it/them to this office for processing.

Pursuant to s. 495.035(5), F.S., this application will be considered abandoned if the applicant fails to reply or resubmit the corrected/amended application within three months from date of this letter.

If you have any questions concerning the filing of your document, please call (850) 245-6051.

Karen A Saly
Regulatory Specialist II

Letter Number: 422A00003758

Saly, Karen

From: Melissa M. Lambert <MLambert@morankidd.com>
Sent: Friday, May 13, 2022 9:56 AM
To: Saly, Karen
Subject: STRATEGIC BUSINESS COUNSEL
Attachments: Specimen.pdf

EMAIL RECEIVED FROM EXTERNAL SOURCE

The attachments/links in this message have been scanned by Proofpoint.

Hi Karen,

It was a pleasure speaking with you this morning! Attached is the substitute specimen for the above-referenced mark. Additionally, as discussed, we agree to disclaim BUSINESS and COUNSEL. Please let me know if you have any questions, or if you need any additional information. Thank you for your assistance.

Melissa Lambert
Moran • Kidd • Lyons • Johnson • Garcia, P.A.
111 North Orange Avenue
Suite 900
Post Office Box 472
Orlando, Florida 32802-0472
407-841-4141
407-841-4148 (Facsimile)
www.morankidd.com

MORAN KIDD
Strategic Business Counsel

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Personal & Confidential

This e-mail message (including any attachments) from the law firm of Moran Kidd Lyons Johnson Garcia, P.A. is for the sole use of the intended recipient(s) and may contain confidential and privileged information. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution, unauthorized review, use or disclosure of this e-mail is prohibited. If you have received this communication in error, please immediately notify us by contacting (407) 841-4141 and return the original message to the sender and delete any copies from your system. Thank you.

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COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: STRATEGIC BUSINESS COUNSEL

(Mark to be registered)

The enclosed Trademark/Service Mark Application, specimens and fee(s) are submitted for filing.

Please return all correspondence concerning this matter to the following:

Melissa Lambert

(Name of Person)

Moran Kidd Lyons Johnson Garcia, P.A.

(Firm/Company)

PO Box 472

(Address)

Orlando, FL 32802-0472

(City/State and Zip Code)

For further information concerning this matter, please call:

Melissa Lambert

407

581-6454

at ()

(Name of Person)

(Area Code & Daytime Telephone Number)

Mailing Address:

Registration Section
Division of Corporations
P.O. Box 6327
Tallahassee, FL 32314

Street Address:

Registration Section
Division of Corporations
The Centre of Tallahassee
2415 N. Monroe Street, Suite 810
Tallahassee, FL 32303

(NOTE: The information contained in this cover letter will be included in the permanent record and will be available to the general public.)

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

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TALLAHASSEE, FLORIDA

PART I

1. OWNER/APPLICANT: Enter the name and address of the individual or the business entity to be listed as the owner of the Trademark and/or Service Mark on the records of the Florida Department of State.

(a) Owner's/Applicant's name: Moran Kidd Lyons Johnson Garcia, P.A.

(b) Owner's/Applicant's business address: 111 N. Orange Ave., Ste. 900

Orlando, FL 32801

City/State/Zip

If different, Owner's/Applicant's mailing address: P.O. Box 472

Orlando, FL 32802-0472

City/State/Zip

(c) Owner's/Applicant's telephone number: (407) 581-6454

Check the appropriate box to indicate the Owner/Applicant is a(n):

☐ Individual

☒ Corporation

☐ Joint Venture

☐ Limited Liability Company

☐ General Partnership

☐ Limited Partnership

☐ Union

☐ Other:

If the Owner/Applicant is a business entity, the business entity must have an active filing or registration on file with the Florida Department of State. If the Owner/Applicant is not an individual, enter the business entity's Florida registration/document number in #1, the state or country under the laws of which the business entity is currently formed, organized or incorporated under in #2, and the entity's federal employer identification number (EIN) in #3.

(1) Florida registration/document number: P96000037640

(2) Domicile State or Country: FL

(3) Federal Employer Identification Number: 59-3368138

2. (a) **SERVICE MARK:** If the owner/applicant is using the name, logo, design and/or slogan being registered in connection with a type of service, the mark is a service mark. If the mark is a service mark, the applicant/owner must list the specific service(s) the mark is being used in connection with. For example: furniture moving services, diaper services, house painting services, wholesale and retail sales of tractor equipment, etc. If the owner/applicant is using the mark to identify services available in the market place, enter the specific service(s) being rendered here:

(Note: List only those services currently being rendered by the owner/applicant. Do not include future services.)

Legal services

2. (b) **TRADEMARK:** If the owner/applicant is using the name, logo, design and/or slogan being registered in connection with an actual product manufactured by the owner/applicant or on the owner/applicant's behalf, the mark is a trademark. If the mark is a trademark, the applicant/owner must list the specific product(s) the name, logo, design and/or slogan is being used to identify. For example: ladies sportswear, cat food, barbecue grills, shoe laces, etc. If the owner/applicant is using the name, logo, design and/or slogan to identify goods available in the market place, enter the specific product(s) the name, logo, design and/or slogan is being used to identify:

(Note: List only those product(s) currently available. Do not include future products.)

2. (c) HOW IS THE NAME, LOGO, DESIGN AND/OR SLOGAN CURRENTLY USED:

SERVICE MARKS: If the name, logo, design and/or slogan are/is being used in connection with a type of service, you must specify the form(s)/mean(s) of advertisement the applicant/owner is using to advertise the services to the general public. For example: newspaper advertisements, business cards, brochures, flyers, pamphlets, menus, etc. If the mark is being used in connection with a type of service, state how the name, logo, design and/or slogan are/is being used in advertising here:

Website, signage, etc.

TRADEMARKS: If the name, logo, design and/or slogan are/is being used to identify a product manufactured by or for the applicant/owner, you must specify how the mark is applied or affixed to the actual product or its packaging. For example: a tag, label, imprinted or engraved on the actual product, etc. If the mark is being used in connection with a specific product, state how the name, logo, design and/or slogan is applied or affixed to the actual product(s) or the packaging:

2. (d) **FEE(S) AND CLASS(ES):** There are a total of 45 classes or categories in which all products or services must be categorized. The fee to register a mark is \$87.50 per class. Make check payable to Florida Department of State.

List the class(es) which apply to the product(s) and/or service(s) listed in 2(a) and/or 2(b) above:

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PART II

1. You must state the date the name, logo, design and/or slogan was first used in the state of Florida, and, if it was used in another state or country, the date you first used the name, logo, design and/or slogan in the other state or country. Enter the month, day, and year the name, logo, design and/or slogan was first used by the applicant/owner, the predecessor, or a related company in Florida. If the name, logo, design and/or slogan has been used in another state or country, then you must also enter the month, day, and year the name, logo, design and/or slogan was/were used in another state or country, when applicable.

Note: The Florida Statutes require a mark to be in use prior to registration.

(a) Date first used in other state or country, if applicable: _____

(b) Date first used in Florida: 10/13/21

PART III

ENTER NAME, LOGO, DESIGN AND/OR SLOGAN BEING REGISTERED:

1. Enter the name, a brief description of the logo or design, and/or the slogan you are registering. The description of the logo and/or design must be 25 words or less. List the exact name, slogan, and/or description of the logo/design here: (NOTE: The name, logo, design and/or slogan listed in this section must match the exact name, logo, design and/or slogan listed on your specimens or examples.)

STRATEGIC BUSINESS COUNSEL

Provide the English translation of any and all terms listed #1 above, when applicable: _____

2. DISCLAIMER STATEMENT (if applicable):

Your mark may include a word or design that is commonly used by others. Commonly used terms or designs must be disclaimed. When you disclaim a specific term or design, you are acknowledging this term is commonly used by others and that you do not claim the exclusive right to use the disclaimed term or design. All geographical terms and representations of cities, states or countries must be disclaimed (i.e., Miami, Orlando, Florida, the design of the state of Florida, the design of the United States of America, etc.). Corporate suffixes and terms readily associated with the specific product(s) and/or(s) service being provided must also be disclaimed.

Enter all terms listed in #1 above which require a disclaimer in the space provided below:

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM(S) "BUSINESS, COUNSEL

" APART FROM THE MARK AS SHOWN.

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3. ATTACH OR INCLUDE THREE SPECIMENS OR EXAMPLES OF THE TRADEMARK OR SERVICE MARK BEING REGISTERED

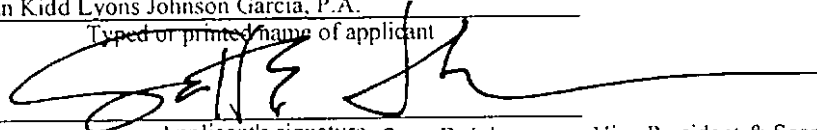
Chapter 495, F.S., requires you to submit three specimens (samples or examples) of the mark in use. You must submit three specimens FOR EACH CLASS listed in Part 1 #2(d). The name, logo, design and/or slogan on the specimens must be identical to the name, logo, design and/or slogan being registered. You may provide three identical specimens or three different specimens. For each service mark class (classes 35-45), you may provide three newspaper advertisements, business cards, brochures, flyers, or any combination thereof. For each trademark class (classes 1-34), you may provide three tags, labels, boxes, etc. or any combination thereof. Photographs of bulky specimens are acceptable if the mark being registered and the good(s) or product(s) are clearly legible.

SIGNATURE OF APPLICANT/OWNER AND NOTARIZATION:

I, Scott E. Johnson, 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 to the best of my knowledge no other person except a related company has registered this mark in this state or has the right to use such mark in Florida either in the identical form thereof or in such near resemblance as to be likely, when applied to the goods or services of such other person to cause confusion, to cause mistake or to deceive. 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.

Moran Kidd Lyons Johnson Garcia, P.A.

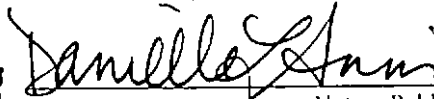
Typed or printed name of applicant



Applicant's signature Scott E. Johnson, as Vice President & Secretary
(List name and title)

STATE OF FLORIDA
COUNTY OF ORANGE

Sworn to (or affirmed) and subscribed before me by means of ☒ physical presence or ☐ online notarization, this (numeric date) this 31st day of January, 2022, by (Scott E. Johnson, as VP & Secretary).
numeric date month year name of person making statement



Notary Public's Signature

Danielle L. Annis

Notary Public's Printed Name

Personally Known ☒ OR Produced Identification ☐

Type of Identification Produced: _____

FILING FEE: \$87.50 per class

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PRACTICE AREAS

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Moran Kidd Lyons Johnson Garcia, P.A. services clients in a diverse range of practice areas. Our primary goal is to protect the personal and business interests of our clients by providing them with customized, comprehensive, and efficient representation. Feel free to explore our various practice area descriptions at your leisure.

- | | | | |
|--|--|---|---|
| Automotive & Trucking Insurance/Transportation Defense | Construction Law | Corporate Law | Corporate Law |
| Bankruptcy & Creditor Rights | Corporate & Business Law | Employment & Labor Law | Employment & Labor Law |
| Business Transactions | Finance | Franchise Operations | Franchise Operations |
| Commercial Litigation | General Liability Defense | Intellectual Property | Intellectual Property |
| Commercial Real Estate | | Mergers & Acquisitions | Mergers & Acquisitions |
| Commercial Transactions | | Real Estate and Development | Real Estate and Development |
| | | Securities Liability Defense | Securities Liability Defense |
| | | Tort Claims and Intellectual Property | Tort Claims and Intellectual Property |
| | | Workers Compensation Defense | Workers Compensation Defense |