PALM BEACH COUNTY

BOARD OF COUNTY COMMISSIONERS

AGENDA ITEM SUMMARY

Meeting Date: Department	August 20, 2024	[X] []	Consent Ordinance	[]	Regular Public Hearing	
Submitted By:	TOURIST DEVE	LOPME	NT COUNCIL			
Submitted For:	TOURIST DEVEL	(OPME)	NT COUNCIL			

I. EXECUTIVE BRIEF

Motion and Title: Staff recommends motion to receive and file:

- A. Trademark/Service Mark Application for the Mark: FLORIDA'S MOST STYLISH VACATION DESTINATION, serial number '98597426"; and
- B. Trademark/Service Mark Application for the Mark: THE PALM BEACHES COLLECTION, serial number '98597410".

Summary: In accordance with Resolution R2009-1442 authorizing the County Administrator or his/her designee to execute the Trademark/Service Mark Applications and any future Trade or Service Mark documents required by the U.S. Patent and Trademark Office to establish or maintain the use of trade or service marks for the County's Tourism Promotion Program, the County Administrator executed both applications on June 6, 2024. These applications have been filed with the U.S. Patent and Trademark Office in order to establish and preserve the marks: "FLORIDA'S MOST STYLISH VACATION DESTINATION" and "THE PALM BEACHES COLLECTION" for exclusive use by the County's Tourism Promotion Program and carry an application fee of \$350 each. **Countywide (YBH)**

Background and Justification: Resolution R2009-1442 was adopted in 2009 to streamline the process of executing applications and other documents to register, maintain, and preserve particular trade or service marks that have been approved by the Palm Beach County Tourist Development Council for exclusive use by the County. Since then, Discover the Palm Beaches, Inc. has developed on behalf of Palm Beach County (County) certain service and trademarks for use in the promotion and marketing of Palm Beach County tourism, including "The Best of Everything", America's Golf Capital", and the Palm Scape logo. The trademark applications being presented now have been registered on behalf of the Board of County Commissioners (BCC) by the County Administrator in accordance with the authority delegated by the BCC.

Attachment:

 Trademark/Service Mark Application for the Mark: FLORIDA'S MOST STYLISH VACATION DESTINATION, serial number "98597426", with Filing Receipt (2)

2. Trademark/Service Mark Application for the Mark: THE PALM BEACHES COLLECTION, serial number "98597410", Application with Filing Receipt (2)

Recommended by:

Department Director

Approved By:

Approved By:

County Administrator

Date: 7/92/94

County Administrator

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact:

Fiscal Years	2024	2025	2026	2027	2028
Capital Expenditures					
Operating Costs	\$700.00				
External Revenues					
Program Income (County)					
In-Kind Match (County)					
NET FISCAL IMPACT	\$700,00				
# ADDITIONAL FTE					
POSITIONS (Cumulative)					

T T/	
Does 1	n Included in Current Budget? This item include the use of federal funds? Yes X No X
Is this	Item using State funds? Yes No X
	et Account No.: Fund <u>1454</u> Dept <u>710</u> Unit <u>73</u> 10 Object
x cpox	
В.	Recommended Sources of Funds/Summary of Fiscal Impact: Second, third, fifth, and sixth penny bed tax funding.
C.	Department Fiscal Review:
	UI. REVIEW COMMENTS
A.	OFMB Fiscal and/or Contract Administration Comments:
£	- Out 1/15 bon Pranta micht 1/4/24
B	7 5 OFMB Contract Dev. and Control
В.	Approved as to form and Legal Sufficiency:
	Couply Attorney
C.	Approved as to Terms and Conditions:
***************************************	Department Director
	This summary is not to be used as a basis for payment.

Approved for use its each 10/3 i/2024, CAVE 6/Y41-0003

U.S. Petert and Tradement Office; U.S. DEPARTMENT OF CONTREPOSE
Under the Paperwork Reduction Act of 1935, no persons are required to respond to a collection of intermation unless it contains a valid CMB control number

Trademark/Service Mark Application, Principal Register

Serial Number: 98597426 Filing Date: 06/12/2024

To the Commissioner for Trademarks:

The applicant, The County of Palm Beach, Florida, an association (unincorporated) organized under the laws of Florida, having an address of

301 North Olive Avenue West Palm Beach, Florida 33401 **United States** econstantine@thepalmbeaches.com

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 035: Convention and visitor bureau services, namely, promoting business, leisure and convention tourism in Palm Beach County, Florida; tourism marketing services, namely, providing promotion and marketing services, and related consulting services, for business, leisure and convention tourism in Palm Beach County, Florida

In International Class 035, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 12/12/2023, and first used in commerce at least as early as 12/12/2023, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) web page.

Specimen-1 [SPE0-1705515462-202404241 01000521451__SPECIMEN_FO R_FLORIDAS_MOST_STYLISH_0 42424.pdf

Webpage URL: www.thepalmbeaches.com/collection

Webpage Date of Access: 04/24/2024

The owner's/holder's proposed attorney information: Mark D. Passler. Other appointed attorneys are Victoria J. B. Doyle; Peter A. Chiabotti, Ryan L. Harding; Brice S. Dumais; J. Andre Cortes; Kourtney A. Mulcahy; Caroline H. Mankey. Mark D. Passler of AKERMAN LLP, is a member of the Florida bar, admitted to the bar in 1995, bar membership no. 58068, and the attorney(s) is located at West Tower, Suite 1100

777 South Flagler Drive West Palm Beach, Florida 33401 United States 561-653-5000(phone) 561-659-6313(fax) ip@akerman.com

The docket/reference number is 5013-41.

Mark D. Passler submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

The applicant's current Correspondence Information:

Mark D. Passler

PRIMARY EMAIL FOR CORRESPONDENCE: ip@akerman.com SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): NOT PROVIDED

Requirement for Email and Electronic Filing: I understand that a valid email address must be maintained by the applicant owner/holder and the applicant owner's/holder's attorney, if appointed, and that all official trademark correspondence must be submitted via the Trademark Electronic Application System (TEAS).

A fee payment in the amount of \$350 has been submitted with the application, representing payment for 1 class(es).

Declaration

	Basis:
······································	If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a)

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
- The mark is in use in commerce and was in use in commerce as of the filing date of the application on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application and was used on or in connection with the goods/services in the application as of the application filing
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

And/Or

If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):

- The signatory believes that the applicant is entitled to use the mark in commerce;
- The applicant has a bona fide intention to use the mark in commerce and had a bona fide intention to use the mark in commerce as of the application filing date on or in connection with the goods/services in the application; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.
- To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive. To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the
- circumstances, the allegations and other factual contentions made above have evidentiary support.
- The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /VerdeniaCBaker1/::/vcb/ Date: 06/12/2024

Signatory's Name: Verdenia C. Baker

Signatory's Position: County Administrator of Palm Beach County Signatory's Phone Number: 5613556726

Signature method: Sent to third party for signature

Thank you,

The TEAS support team

Wed Jun 12 13:46:25 ET 2024 STAMP: USPTO/BAS-170.55.154.62-20240612134624984171-98597426-

870d3b4bc85d94356eaccb19432105ed18739dfe1e1f398131be2925e819ec54e-DA-46248961-20240424101000521451

Porter's pass Strick beaton Destination

inger dier soon of Fordisch bedagen. Although in strak bookten haaren ond foort einside Kontrang broeke verschiede. Frisk frauerk Bussinsk beschiede van zullk broegsproch bijk program Bordisch van Fram Bordisch beschiede. Frisperim bijken ook talbe in de meerschep broeke mode, proch om de beschiede friespaan gerelijfe met Bordisch















WEW THE PALM BEACHES COLLECTION

Boynton Beach

Delmy Reach

James Chang

Supiter.

Lake Worth Beach

Palm Beach

TOTALISMS CARRELLE IV. ALCOHOLOGICA

VIEW ALL IS VIBRANT CANES

Filing Receipt for Trademark/Service Mark Application for Registration on the Principal Register and Next Steps in the Application Process

Thank you for submitting your trademark application to the U.S. Patent and Trademark Office (USPTO)! You have started the legal process to federally register your mark.

This filing receipt confirms that you successfully submitted your application, which now must be reviewed to see if it qualifies for registration. Registration is not automatic or guaranteed. Below you will see your mark, the serial number assigned to your application, and a description of what happens next in the application process. Carefully review this information to make sure it is correct and so you know what to expect. We also highly recommend keeping a copy for your records.

Please pay attention to the section below regarding scams and read the <u>Protect against scams section</u> on our website. Also, we encourage you to take advantage of the resources we have linked at the end for first-time applicants, startups, and women entrepreneurs.

Your mark

FLORIDA'S MOST STYLISH VACATION DESTINATION (Standard Characters, mark.jpg)

The literal element of the mark consists of FLORIDA'S MOST STYLISH VACATION DESTINATION. The mark consists of standard characters, without claim to any particular font style, size, or color.

Your serial number

Your application was assigned serial number '98597426'. You must refer to your serial number in all communications about your application.

What you should do right now

Review your application data below for any errors. If you find an error, visit the <u>After You File webpage</u> for information on correcting errors. You can also watch the <u>After you file video</u> for an overview of the most important issues to be aware of after filing.

What we do next

Now that your application has been submitted, it will eventually be assigned to an examining attorney. The examining attorney reviews your application to make sure it meets all of the legal requirements and that your mark is registrable. To learn more, please visit the Examination of your application webpage and the Trademark basics webpage.

Marks with a design element

If your mark includes a design element, we'll assign it one or more design search codes. We'll notify you of these codes within the next several weeks and you can suggest that we add or delete a design search code from your file.

Timing

It will take some time before you hear from the examining attorney. Check out what impacts how long it takes to register your mark and the current average processing times.

Office actions

If your application does not meet all of the requirements, you'll receive a communication from your examining attorney called an "office action." This doesn't automatically mean your mark isn't registrable. It describes any issues the examining attorney found in your application. Your reply to an office action is an opportunity to resolve the issues. You must reply by the deadline to continue the application process and avoid abandonment of your application.

If you have questions, see how to respond to office actions or call the assigned examining attorney. The attorney's contact information is included in the office action. They can help clarify the issues raised in the office action at no cost to you. Please keep in mind that they cannot provide you with legal advice.

What else you should do

These are things to monitor while your application moves through the examination process.

Keep your addresses current in USPTO records

If your postal or email address changes, you must update the owner's address using the electronic filing forms on our website. We don't extend filing deadlines if you don't receive USPTO mail or email.

Check your application status in our database every three to four months

To be sure that you don't miss an important email from us, and to avoid the possible abandonment of your application, check your application status and review your documents in our database, Trademark Status and Document Retrieval (TSDR), every three to four months.

TSDR contains your complete application record. It includes every communication we send you and every action related to your application.

Watch out for scams

Recognizing common signs of a scam can help you avoid costly mistakes. Scammers pretend to be from the USPTO, often state there's some sort of problem with your application, pressure you to act immediately, and tell you to pay some sort of fee or provide personal information. Some will even call you and use names, numbers, and locations of real USPTO employees to try to steal your money or personal information. USPTO employees will never ask you for your personal or payment information over the phone.

If you receive a notification about paying to publish your trademark in a directory, avoid doing so. Trademark directory listings aren't necessary. They're unofficial and not associated with the USPTO.

All official communications will be from the "United States Patent and Trademark Office" in Alexandria, Virginia, and from emails with the domain "uspto.gov." If you're unsure about whether a communication is from us, call or email the <u>Trademark Assistance Center</u> or check your records in our database, <u>TSDR</u>. Any official communications we send you will be uploaded to your records in TSDR. Visit <u>protect against scams</u> on our website.

Stay current with USPTO

Sign up to get Trademark Alert emails to stay up to date with changes in the USPTO that may impact your application or registration. This may include upcoming system changes, events and roundtables, rules changes, and other operational matters.

How to sign up

On our subscription center webpage, select the Subscribe button, enter your email address, and select the Submit button. Consent to the privacy policy and select the Submit button. You can choose to receive emails about all United States Patent and Trademark (USPTO) topics or specific topics (e.g., Trademark Alerts). Pick your areas of interest, then select the Submit button.

Provide feedback

You may receive a survey invitation in a separate email. Let us know how we can improve your experience.

Resources for new applicants

We have many resources available for small business owners, first-time applicants, and entrepreneurs taking the first step to protect their trademark. Read the welcome letter from our leaders for details.



Kathi Vidal Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office



Derrick Brent

Deputy Under Secretary of Commerce for Intellectual Property and Deputy Director of the United States Patent and Trademark Office

The information submitted in the application appears below:

Approvad for use through 19/31/2024 ONE 0651-0009

reposed and a tradigition interview on both power.
Us. Petert and Tradigitary Office, I.S. DEPARTMENT OF COMMERCE
Under the Pereseat Reduction Art of 1905, no persons are required in respons to a collection of information unless, it contains a voild OHB control number.

Trademark/Service Mark Application, Principal Register The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	98597426

*MARK	FLORIDA'S MOST STYLISH VACATION DESTINATION	
STANDARD CHARACTERS	YES	
USPTO-GENERATED IMAGE	YES	
LITERAL ELEMENT	FLORIDA'S MOST STYLISH VACATION DESTINATION	
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size, or color.	
APPLICANT INFORMATION		
*OWNER OF MARK	The County of Palm Beach, Florida	
*MAILING ADDRESS	301 North Olive Avenue	
*CITY	West Palm Beach	
*STATE (Required for U.S. applicants)	Florida	
*COUNTRY/REGION/JURISDICTION/U. S. TERRITORY	United States	
*ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	33401	
*EMAIL ADDRESS	econstantine@thepalmbeaches.com	
LEGAL ENTITY INFORMATION		
TYPE	association (unincorporated)	
STATE/COUNTRY/REGION/JURISDICTI ON/U.S. TERRITORY UNDER WHICH ORGANIZED	Florida	
GOODS AND/OR SERVICES AND BASIS INF	FORMATION	
INTERNATIONAL CLASS	035	
*IDENTIFICATION	Convention and visitor bureau services, namely, promoting business leisure and convention tourism in Palm Beach County, Florida; tourism marketing services, namely, providing promotion and marketing services, and related consulting services, for business, leisure and convention tourism in Palm Beach County, Florida	
FILING BASIS	SECTION 1(a)	
FIRST USE ANYWHERE DATE	At least as early as 12/12/2023	
FIRST USE IN COMMERCE DATE	At least as early as 12/12/2023	
SPECIMEN FILE NAME(S)	SPE0-1705515462-202404241 01000521451SPECIMEN_F O R_FLORIDAS_MOST_STYLISH_0	
SPECIMEN DESCRIPTION	web page	
WEBPAGE URL	www.thepalmbeaches.com/collection	
WEBPAGE DATE OF ACCESS	04/24/2024	

ATTORNEY INFORMATION		
NAME	Mark D. Passier	
ATTORNEY DOCKET NUMBER	5013-41	
ATTORNEY BAR MEMBERSHIP NUMBER	58068	
YEAR OF ADMISSION	1995	
U.S. STATE/ COMMONWEALTH/ TERRITORY	Florida	
FIRM NAME	AKERMAN LLP	
INTERNAL ADDRESS	West Tower, Suite 1100	
STREET	777 South Flagler Drive	
CITY	West Palm Beach	
STATE	Florida	
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States	
ZIP/POSTAL CODE	33401	
PHONE	561-653-5000	
FAX	561-659-6313	
EMAIL ADDRESS	ip@akerman.com	
OTHER APPOINTED ATTORNEY	Victoria J. B. Doyle; Peter A. Chiabotti; Ryan L. Harding; Brice S. Dumais; J. Andre Cortes; Kourtney A. Mulcahy; Caroline H. Mankey	
CORRESPONDENCE INFORMATION		
NAME	Mark D. Passler	
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	ip@akerman.com	
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	NOT PROVIDED	
FEE INFORMATION		
APPLICATION FILING OPTION	TEAS Standard	
NUMBER OF CLASSES	1	
APPLICATION FOR REGISTRATION PER CLASS	350	
*TOTAL FEES DUE	350	
*TOTAL FEES PAID	350	
SIGNATURE INFORMATION		
SIGNATURE	/VerdeniaCBaker1/::/vcb/	

SIGNATORY'S NAME	Verdenia C. Baker
SIGNATORY'S POSITION	County Administrator of Palm Beach County
SIGNATORY'S PHONE NUMBER	5613556726
DATE SIGNED	06/12/2024
SIGNATURE METHOD	Sent to third party for signature

Approved for use through 10/61/2024, ONB 0861-0809

U.S. Paters and Tracement Office; U.S. DEPARTMENT OF COMMERCE

Under the Papersyok Reduction Act of 1995, no parsons are required to respond to a collection of information unless it contains a yaild OMB control number

Trademark/Service Mark Application, Principal Register

Serial Number: 98597410 Filing Date: 06/12/2024

To the Commissioner for Trademarks:

The applicant, The County of Palm Beach, Florida, an association (unincorporated) organized under the laws of Florida, having an address of

301 North Olive Avenue West Palm Beach, Florida 33401 United States econstantine@thepalmbeaches.com

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 035: Convention and visitor bureau services, namely, promoting business, leisure and convention tourism in Palm Beach County, Florida; tourism marketing services, namely, providing promotion and marketing services, and related consulting services, for business, leisure and convention tourism in Palm Beach County, Florida

In International Class 035, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 12/12/2023, and first used in commerce at least as early as 12/12/2023, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) web page.

Specimen-1 [SPE0-1705515462-202404240 93948997011_._SPECIMEN_FO R_FLORIDAS_MOST_STYLISH_0 42424.pdf

Webpage URL: www.thepalmbeaches.com/collection

Webpage Date of Access: 04/24/2024

The owner's/holder's proposed attorney information: Mark D. Passler. Other appointed attorneys are Victoria J. B. Doyle; Peter A. Chiabotti; Ryan L. Harding; Brice S. Dumais; J. Andre Cortes; Kourtney A. Mulcahy; Caroline H. Mankey. Mark D. Passler of AKERMAN LLP, is a member of the Florida bar, admitted to the bar in 1995, bar membership no. 58068, and the attorney(s) is located at

West Tower, Suite 1100
777 South Flagler Drive
West Palm Beach, Florida 33401
United States
561-653-5000(phone)
561-659-6313(fax)
ip@akerman.com

The docket/reference number is 5013-40.

Mark D. Passler submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

The applicant's current Correspondence Information:

Mark D. Passler

PRIMARY EMAIL FOR CORRESPONDENCE: ip@akerman.com SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): NOT PROVIDED

Requirement for Email and Electronic Filing: I understand that a valid email address must be maintained by the applicant owner/holder and the applicant owner/sholder's attorney, if appointed, and that all official trademark correspondence must be submitted via the Trademark Electronic Application System (TEAS).

A fee payment in the amount of \$350 has been submitted with the application, representing payment for 1 class(es).

Declaration

	Basis:				
Samoni	If the applicant is filing	the application based o	n use in commerce u	nder 15 U.S.C. & 1051	1(a):

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
- The mark is in use in commerce and was in use in commerce as of the filing date of the application on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application and was used on or in connection with the goods/services in the application as of the application filing date: and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):

- The signatory believes that the applicant is entitled to use the mark in commerce;
 The applicant has a bona fide intention to use the mark in commerce and had a bona fide intention to use the mark in commerce as of the application filing date on or in connection with the goods/services in the
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.
- To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or
- To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
- The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /VerdeniaCBaker1/::/vcb/ Date: 06/12/2024 Signatory's Name: Verdenia C. Baker Signatory's Position: County Administrator of Palm Beach County Signatory's Phone Number: 5613556726 Signature method: Sent to third party for signature

Thank you,

The TEAS support team Wed Jun 12 13:43:03 ET 2024 STAMP: USPTO/BAS-170.55.154.62-20240612134303059712-98597410-870ceba272a97c78b7dfebb59b7dedaea848dc6861caea798f947926e9b2015ba-DA-43028738-20240424093948997011

Florida's Most Stylish Vacation Destination The Palm Beaches

s gentlet sam af fants words, per moket ameret salids, wertter halete, sind fewer Dewide, Latte sam vivere Amerika Etal Resert Desfratter? von eusti, end genudre beseitlig segent, Latte d'Essew 7ne Pain Beaufres, e blese that Soutsebean dit memulitisers, sooskerg, d'agenting, trevers, ochs oget Latter (ne vre and nery, Australia (different Point His

Palm Beaches Collection

























VIEW THE PALM BEACHES COLLECTION









VIEW ALL 39 VIBRANT CITIES

Filing Receipt for Trademark/Service Mark Application for Registration on the Principal Register and Next Steps in the Application Process

Thank you for submitting your trademark application to the U.S. Patent and Trademark Office (USPTO)! You have started the legal process to federally register your mark.

This filing receipt confirms that you successfully submitted your application, which now must be reviewed to see if it qualifies for registration. Registration is not *automatic or guaranteed*. Below you will see your mark, the serial number assigned to your application, and a description of what happens next in the application process. Carefully review this information to make sure it is correct and so you know what to expect. We also highly recommend keeping a copy for your records.

Please pay attention to the section below regarding scams and read the <u>Protect against scams section</u> on our website. Also, we encourage you to take advantage of the resources we have linked at the end for first-time applicants, startups, and women entrepreneurs.

Your mark

THE PALM BEACHES COLLECTION (Standard Characters, mark.jpg)

The literal element of the mark consists of THE PALM BEACHES COLLECTION. The mark consists of standard characters, without claim to any particular font style, size, or color.

Your serial number

Your application was assigned serial number '98597410'. You must refer to your serial number in all communications about your application.

What you should do right now

Review your application data below for any errors. If you find an error, visit the <u>After You File webpage</u> for information on correcting errors. You can also watch the <u>After you file video</u> for an overview of the most important issues to be aware of after filing.

What we do next

Now that your application has been submitted, it will eventually be assigned to an examining attorney. The examining attorney reviews your application to make sure it meets all of the legal requirements and that your mark is registrable. To learn more, please visit the Examination of your application webpage and the Trademark basics webpage.

Marks with a design element

If your mark includes a design element, we'll assign it one or more design search codes. We'll notify you of these codes within the next several weeks and you can suggest that we add or delete a design search code from your file.

Timing

It will take some time before you hear from the examining attorney. Check out what impacts how long it takes to register your mark and the current average processing times.

Office actions

If your application does not meet all of the requirements, you'll receive a communication from your examining attorney called an "office action." This doesn't automatically mean your mark isn't registrable. It describes any issues the examining attorney found in your application. Your reply to an office action is an opportunity to resolve the issues. You must reply by the deadline to continue the application process and avoid abandonment of your application.

If you have questions, see <u>how to respond to office actions</u> or call the assigned examining attorney. The attorney's contact information is included in the office action. They can help clarify the issues raised in the office action at no cost to you. Please keep in mind that they cannot provide you with legal advice.

What else you should do

These are things to monitor while your application moves through the examination process.

Keep your addresses current in USPTO records

If your postal or email address changes, you must update the owner's address using the <u>electronic filing forms</u> on our website. We don't extend filing deadlines if you don't receive USPTO mail or email.

Check your application status in our database every three to four months

To be sure that you don't miss an important email from us, and to avoid the possible <u>abandonment</u> of your application, check your application status and review your documents in our database, <u>Trademark Status and</u> Document Retrieval (TSDR), every three to four months.

TSDR contains your complete application record. It includes every communication we send you and every

action related to your application.

Watch out for scams

Recognizing common signs of a scam can help you avoid costly mistakes. Scammers pretend to be from the USPTO, often state there's some sort of problem with your application, pressure you to act immediately, and tell you to pay some sort of fee or provide personal information. Some will even call you and use names the provide personal information. numbers, and locations of real USPTO employees to try to steal your money or personal information. USPTO employees will never ask you for your personal or payment information over the phone.

If you receive a notification about paying to publish your trademark in a directory, avoid doing so. Trademark directory listings aren't necessary. They're unofficial and not associated with the USPTO.

All official communications will be from the "United States Patent and Trademark Office" in Alexandria, Virginia, and from emails with the domain "uspto.gov." If you're unsure about whether a communication is from us, call or email the Trademark Assistance Center or check your records in our database, TSDR. Any official communications we send you will be uploaded to your records in TSDR. Visit protect against scams on our website

Stay current with USPTO

Sign up to get Trademark Alert emails to stay up to date with changes in the USPTO that may impact your application or registration. This may include upcoming system changes, events and roundtables, rules changes, and other operational

How to sign up

On our <u>subscription center</u> webpage, select the Subscribe button, enter your email address, and select the Submit button. Consent to the privacy policy and select the Submit button. You can choose to receive emails about all United States Patent and Trademark (USPTO) topics or specific topics (e.g., Trademark Alerts). Pick your areas of interest, then select the Submit button.

Provide feedback

You may receive a survey invitation in a separate email. Let us know how we can improve your experience.

Resources for new applicants

We have many resources available for small business owners, first-time applicants, and entrepreneurs taking the first step to protect their trademark. Read the welcome letter from our leaders for details.



Kathi Vidal Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office



Derrick Brent

Deputy Under Secretary of Commerce for Intellectual Property and Deputy Director of the United States Patent and Trademark Office

The information submitted in the application appears below:

Approved for use through 10/31/2024 OA48 0851-0009

U.S. Petron and Trademark Office; U.S. DEPARTMENT OF COMMERCE.
Under the Paperwisk Reduction Act of 1895, no persons are required to respond to a collection of information unless. It contains a valid CMB control number

Trademark/Service Mark Application, Principal Register The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	98597410

*MARK	THE PALM BEACHES COLLECTION	
STANDARD CHARACTERS	YES	
USPTO-GENERATED IMAGE	YES	
LITERAL ELEMENT		
	THE PALM BEACHES COLLECTION	
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size, or color.	
APPLICANT INFORMATION		
*OWNER OF MARK	The County of Palm Beach, Florida	
*MAILING ADDRESS	301 North Olive Avenue	
*CITY	West Palm Beach	
*STATE (Required for U.S. applicants)	Florida	
*COUNTRY/REGION/JURISDICTION/U. S. TERRITORY	United States	
*ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	33401	
*EMAIL ADDRESS	econstantine@thepalmbeaches.com	
LEGAL ENTITY INFORMATION		
TYPE	association (unincorporated)	
STATE/COUNTRY/REGION/JURISDICTI ON/U.S. TERRITORY UNDER WHICH ORGANIZED	Florida	
GOODS AND/OR SERVICES AND BASIS INF	ORMATION	
INTERNATIONAL CLASS	035	
*IDENTIFICATION	Convention and visitor bureau services, namely, promoting busines leisure and convention tourism in Palm Beach County, Florida; tourism marketing services, namely, providing promotion and marketing services, and related consulting services, for business, leisure and convention tourism in Palm Beach County, Florida	
FILING BASIS	SECTION 1(a)	
FIRST USE ANYWHERE DATE	At least as early as 12/12/2023	
FIRST USE IN COMMERCE DATE	At least as early as 12/12/2023	
SPECIMEN FILE NAME(S)	SPE0-1705515462-202404240 93948997011SPECIMEN_F O R_FLORIDAS_MOST_STYLISH_0	
SPECIMEN DESCRIPTION	web page	
WEBPAGE URL	www.thepalmbeaches.com/collection	
WEBPAGE DATE OF ACCESS	04/24/2024	

ATTORNEY INFORMATION		
NAME	Mark D. Passler	
ATTORNEY DOCKET NUMBER	5013-40	
ATTORNEY BAR MEMBERSHIP NUMBER	58068	
YEAR OF ADMISSION	1995	
U.S. STATE/ COMMONWEALTH/ TERRITORY	Florida	
FIRM NAME	AKERMAN LLP	
INTERNAL ADDRESS	West Tower, Suite 1100	
STREET	777 South Flagler Drive	
СІТҮ	West Palm Beach	
STATE	Florida	
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States	
ZIP/POSTAL CODE	33401	
PHONE	561-653-5000	
FAX	561-659-6313	
EMAIL ADDRESS	ip@akerman.com	
OTHER APPOINTED ATTORNEY	Victoria J. B. Doyle; Peter A. Chiabotti; Ryan L. Harding; Brice S. Dumais; J. Andre Cortes; Kourtney A. Mulcahy; Caroline H. Mankey	
CORRESPONDENCE INFORMATION		
NAME	Mark D. Passler	
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	ip@akerman.com	
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	NOT PROVIDED	
FEE INFORMATION		
APPLICATION FILING OPTION	TEAS Standard	
NUMBER OF CLASSES	1	
APPLICATION FOR REGISTRATION PER CLASS	350	
*TOTAL FEES DUE	350	
*TOTAL FEES PAID	350	
SIGNATURE INFORMATION		
SIGNATURE	/VerdeniaCBaker1/::/vcb/	

SIGNATORY'S NAME	Verdenia C. Baker
SIGNATORY'S POSITION	County Administrator of Palm Beach County
SIGNATORY'S PHONE NUMBER	5613556726
DATE SIGNED	06/12/2024
SIGNATURE METHOD	Sent to third party for signature