

CITY OF OCEAN CITY

AMERICA'S GREATEST FAMILY RESORT

DEPARTMENT OF COMMUNITY SERVICES

Dear Business owner,

You are receiving this letter to inform you of the requirement to obtain a Trademark License for the use of certain trademarks, service marks, trade names and logos.

Enclosed please find an application and sample of trademarked logos. You are required to obtain a license for use of the logo on various merchandise, as well as use on the radio, television, newspaper or electronic advertising.

Please review your merchandise to see if you require a license. If you require a license, please complete the application and remit with applicable payment for review. Upon approval, you will receive labeling information and camera-ready artwork. You will also be required to enter into a *Trademark License Agreement*, which will be provided after approval. You will receive an official non-exclusive licensee decal to display at your business. If you do not require a license, please check the box under your signature.

If you are unsure if your merchandise requires a license, please contact the Licensing Office so an inspector may review your products. Please be advised that inspectors may make periodic site inspections to check for trademark use.

Please complete and return the application even if you do not have any item(s) that requires a trademark license.

Thank you for your time and consideration. If you have any questions, please contact me at (609)399-6111, ext. 9733.

Thank you,

JAIME M. CORNELL-FINE

CITY OF OCEAN CITY
DEPARTMENT OF PLANNING and ENGINEERING
OFFICE OF LICENSING
PHONE (609) 399-6111 ext 9733 FAX (609) 525-2496
**** PLEASE PRINT ****

APPLICANT NAME: _____ DATE _____

APPLICANT ADDRESS: _____

PHONE NUMBERS: HOME _____ BUSINESS: _____ CELL: _____

EMAIL: _____

BLOCK: _____ LOT: _____ QUAL.: _____ SITE ADDRESS: _____

PROPERTY OWNER'S NAME: _____

BUSINESS NAME: _____

CURRENT MERCANTILE LICENSE #: _____ EXPIRATION DATE: _____

DAYS & HOURS OF OPERATION: _____

TAX ID #: _____

APPLICANT'S SIGNATURE & TITLE: _____

I CERTIFY, I DO NOT SELL, DISTRIBUTE, ADVERTISE, ETC. ANY ITEMS THAT REQUIRE A LICENSE
MERCHANDISE TO BE SOLD WITH TRADEMARK AND LOCATION (ie store, website, etc.):

FOR OFFICIAL USE ONLY

(1) LICENSING: APPROVAL _____ DATE: _____ REJECTION _____ DATE: _____

REASON FOR REJECTION: _____

(2) DIR. OF PLAN'G & ENG'G.: APPROVAL _____ DATE: _____ REJECTION _____ DATE: _____

(3) NOTIFICATION GIVEN: _____

(4) MERCANTILE LICENSE NUMBER: _____ ISSUE DATE: _____

License Fee: \$ _____

Additional Items Fee: \$ _____

Total Amount Due: \$ _____

Check #: _____

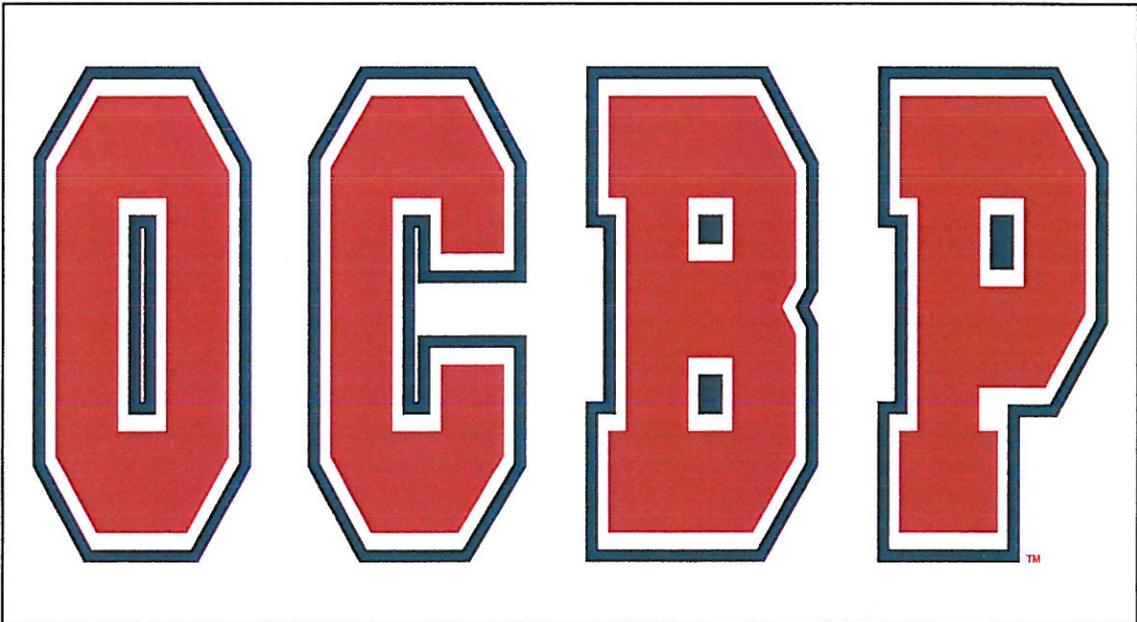
FEES (all fees are nonrefundable)

License to use City mark(s): \$75.00

Each additional new product: \$75.00

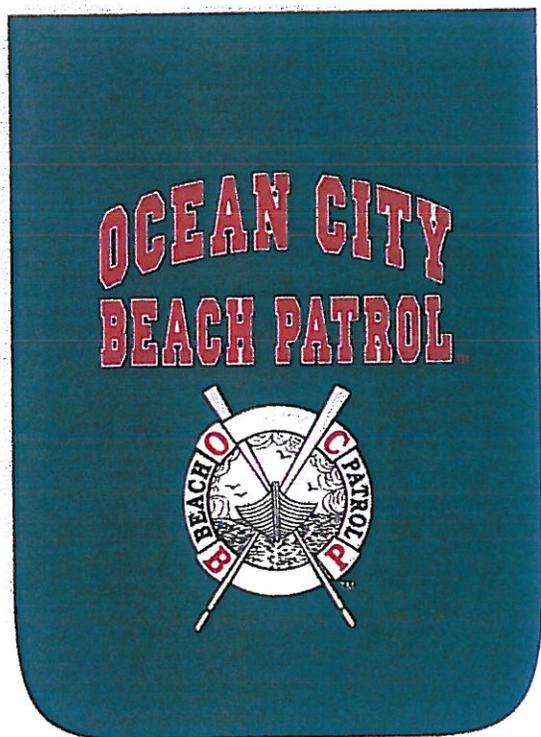
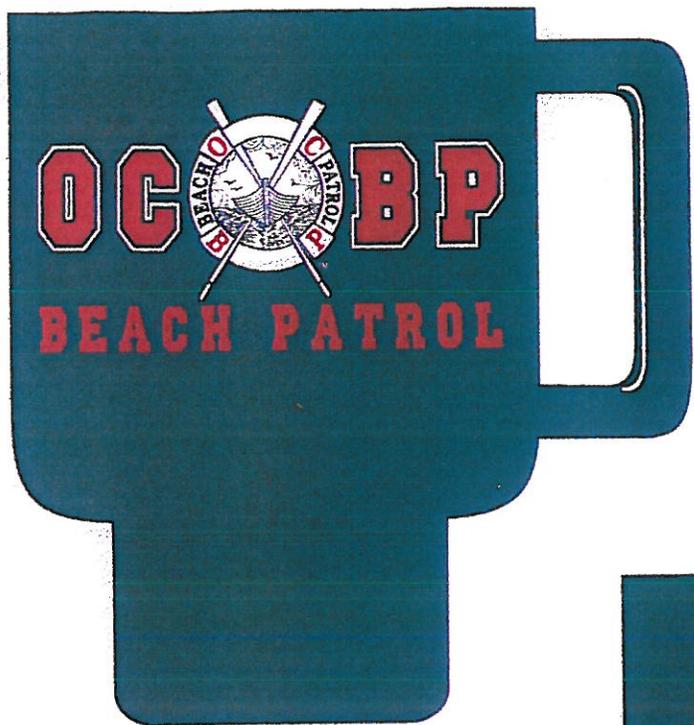
Use of City mark in radio, television, newspaper or electronic advertising: \$25.00

PLEASE NOTE:
EACH LICENSE EXPIRES DECEMBER 31ST OF THE YEAR ISSUED



OCEAN CITY
BEACH PATROL







OCEAN CITY NEW JERSEY: TRADEMARKS

USE BASED APPLICATIONS

<u>MARK</u>	<u>CLASS</u>	<u>REGISTRATION/ SERIAL NO.</u>	<u>STATUS</u>	<u>GOODS/SERVICES</u>
OCBP BEACH PATROL and Design	25	75/526,183	pending; new application <i>. 2 weeks</i>	clothing, namely t-shirts, sweatshirts, sweatpants, parkas, jackets, uniforms, bathing/swim suits, foul weather gear, caps, hats and visors
OCBP	25	75/523,665	pending; new application <i>. 2 weeks</i>	clothing, namely t-shirts, sweatshirts, sweatpants, parkas, jackets, uniforms, bathing/swim suits, foul weather gear, caps, hats and visors
OCEAN CITY, N.J. AMERICA'S GREATEST FAMILY RESORT and Design	35	75/395,605	Application approved for publication, publication date March 9, 1999	promotion of tourism and business interests of Ocean City, New Jersey
OCEAN CITY POPS ORCHESTRA and Design	41	1,964,413	registered	entertainment services, namely, live musical concerts

INTENT TO USE APPLICATIONS

- have to start doing (n.)
by 2/12/99

MARK	CLASS	REGISTRATION/ SERIAL NO.	STATUS	GOODS/SERVICES
OCBP BEACH PATROL and Design	21, 24	75/521,148	pending- Non-Final Office Action filed March 29, 1999.	household goods, namely mugs, coffee cups, beer mugs, drinking glasses, bottle openers, buckets, coasters [<i>not of paper and not being table linen</i>], coolers [<i>for drinks</i>] and [<i>portable</i>] ice chests [<i>for food and beverages</i>] (Class 21); linens, namely towels, blankets, [pillows] and [<i>cloth</i>] banners (Class 24).
OCEAN CITY, N.J. AMERICA'S GREATEST FAMILY RESORT	21, 24, 25	75/395,979	pending-Non Final Office Action being typed-April 22, 1999	household goods, namely mugs, coffee cups, beer mugs, drinking glasses, bottle openers, buckets, coasters [<i>not of paper and not being table linen</i>], coolers [<i>for drinks</i>] and [<i>portable</i>] ice chests [<i>for food and beverages</i>] (Class 21); linens, namely towels, blankets, [pillows] and [<i>cloth</i>] banners (Class 24); clothing, namely t-shirts, sweatshirts, sweatpants, parkas, jackets, caps, hats and visors (Class 25).
OCBP	21, 24	75/395,723	pending- Notice of Allowance issued 1/12/99	household goods, namely mugs, coffee cups, beer mugs, drinking glasses, bottle openers, buckets, coasters not of paper and not being table linen, coolers for drinks and portable ice chests for food and beverages (Class 21); linens, namely towels, blankets, and cloth banners (Class 24).

<u>MARK</u>	<u>CLASS</u>	<u>REGISTRATION/ SERIAL NO.</u>	<u>STATUS</u>	<u>GOODS/SERVICES</u>
OCEAN CITY BEACH PATROL	21, 24	75/395,722	pending- Notice of Allowance issued 1/12/99	household goods, namely mugs, coffee cups, beer mugs, drinking glasses, bottle openers, buckets, coasters not of paper and not being table linen, coolers for drinks and portable ice chests for food and beverages (Class 21); linens, namely towels, blankets, and cloth banners (Class 24).