

APPLICATION FOR REGISTRATION  
OF TRADEMARK OR SERVICE MARK

FILED: 07/23/2004  
CID: 2004-00470868  
WY Secretary of State

Wyoming Secretary of State  
The Capitol Building, Room 110  
200 W. 24th Street  
Cheyenne, WY 82002-0020

E-mail

1. Name of applicant: Challenge Financial Investors Corp.

2. Business address of applicant: 1301 Seminole Boulevard, Suite 140, Largo, FL 33770

3. Mailing address of applicant: 1301 Seminole Boulevard, Suite 140, Largo, FL 33770

4. Applicant is:  individual;  corporation;  limited partnership;  general partnership;  
 limited liability company;  statutory trust;  other.

If a corporation, limited partnership, limited liability company or statutory trust, show when and where incorporated or organized:

State: Florida

Date: 07/25/1997

If a limited partnership or general partnership, list the names of the general partners or partners:

N/A

If a limited liability company or statutory trust, list the names of the managers, members or trustees:

N/A

If other, explain: N/A

5. Provide a written description of the trademark or service mark. Your description must include all words, names, symbols, devices and designs which the applicant wishes to be included within the mark. You may attach a separate sheet if needed; however, you must describe the trademark completely. Blue and gray squares; "CFIC" in blue bold all capital letters; underneath the squares and "CFIC" are the words "HOME MORTGAGE" in light gray all capital letters.

6. Provide the class number and title of the goods or services (see attachment). Use only one class code per registration: 102 Insurance and Financial Services

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7. Provide a brief description of the goods or services within the class (i.e., what your product is, or what service you provide): Mortgage Banking and Brokering
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8. List the mode or manner in which the mark is used to identify the goods or services (e.g.: goods - labels on cans, bags, wrappers, etc.; tags, nameplates affixed directly to product; services - labels on laundry bags, advertising, window signs, etc.): advertising and correspondence materials
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9. An application to register the mark or portions or a composite has been filed by the applicant or a predecessor in interest in the U.S. Patent and Trademark office:  Yes  No

If yes, provide filing date, serial number of each application, the status and, if any application was finally refused registration or has not otherwise resulted in registration, the reasons therefore:

June 1, 2004, Serial number 78428055, Pending Status

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10. Date of first use by applicant or predecessor (the mark must be in use before it can be registered):  
 a. Anywhere May 1, 2004  
 b. In this state May 1, 2004

11. **Three** specimens or facsimiles of the mark **as it is actually used** must accompany this application.

12. The applicant is the owner of the mark. The mark is in use and to the knowledge of the person verifying this application, no other person has registered, either federally or in this state, or has the right to use such mark 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 or to cause mistake or to deceive.

**Signature available on original document**

Date: July 13, 2004

Signed: \_\_\_\_\_

Title: Harold Barian, President

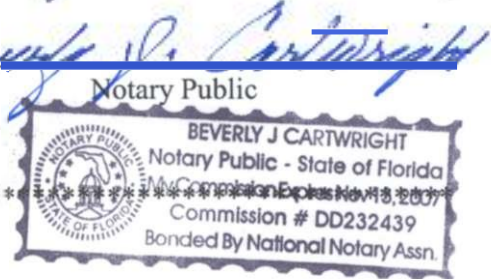
State of Florida  
 County of Pinellas



Subscribed and sworn to before me this 13<sup>th</sup> day of July 2004 by  
Harold Barian

SEAL

My commission expires: \_\_\_\_\_



Filing Fee: **\$100.00** (Filing instructions are on the following page)