

**AN ETHICAL ANALYSIS
OF IP MARKET OPPORTUNITIES**

**U.S. PATENTS ISSUED TO FLORIDA
INVENTORS FROM 1/1/76 TO 7/1/17:**

122,276

By Selected Cities:

Orlando	6,577
Winter Park	1,142
Cocoa	829
Daytona	434
Gainesville	4,211
Jacksonville	3,875
Kissimmee	321
Lake City	347
Lakeland	988
Melbourne	3,982
Miami	11,017
New Smyrna	262
Palm Beach	4,686
Panama City	886
Pensacola	1,128
Sanford	522
St. Augustine	543
Tallahassee	1,463
Tampa	5,082
Titusville	405

**7,331 U.S. PATENTS ISSUED TO OUR FIRM
BETWEEN 7/17/1981 AND 7/1/2017 (36 YEARS)¹**

1981	40	2002	383
1982	36	2003	408
1983	51	2004	383
1984	33	2005	261
1985	29	2006	390
1986	31	2007	332
1987	25	2008	292
1988	15	2009	306
1989	24	2010	296
1990	22	2011	316
1991	35	2012	361
1992	22	2013	421
1993	36	2014	450
1994	37	2015	470
1995	37	2016	415
1996	57	2017	113 (to date)
1997	87		
1998	161		
1999	201		
2000	270		
2001	354		

¹ 3,012 included an inventor with a Florida address.

**TOTAL AND (FLORIDA) PATENTS ISSUED
BY COMPETITIVE FIRMS**

AKERMAN	2,978 (889)
BEUSSE	1,731 (938)
BRIAN STEINBERGER	1,300 Approx. (1,055)
CARLTON FIELDS	92 (61)
CRGO LAW	651 (51)
DUANE MORRIS	7,310 (197)
FELDMAN GALE	204 (110)
GOLD & RIZVI	424 (370)
GRAY ROBINSON	71 (56)
GREENBERG TRAURIG	5,846 (202)
HOLLAND & KNIGHT	2,651 (288)
LOWNDES	37 (26)
MALLOY, JOHN CYRIL ²	292 (232)
MALLOY & MALLOY	1,243 (982)
SALIWANCIK	4,788 (1,356)
TOM SAITTA	512 (446)

²Last one issued 9/1997.

**LIST OF TRADEMARK OWNERS
WITH A FLORIDA ADDRESS AS OF 1/1/17:**

436,878

with an Orlando Address:
23,590

with a Winter Park Address:
4,271

with a Miami Address:
74,497

with a Jacksonville Address:
15,778

with a Sanford Address:
1,319

with a Kissimmee Address:
1,153

with a Daytona Address:
2,764

with a Melbourne Address:
3,511

**U.S. T/M COUNSEL LISTINGS
AS OF JUNE 12, 2017***

David S.	4,341
Ava	1,927
Allison	919
Herb	577
Bob	381
Matthew	294
Jaafar	123
John	43
Chris	31
Jeff	29
Steve L.	24
Justin	22
Brock	14
Ryan	13
Richard	<u>11</u>
Sub-total	8,749

***Note:**

There is another "Matthew McKinney" in California, but the large majority appear to be credited to our own Matthew.



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TESS was last updated on Sun Jul 2 05:31:02 EDT 2017

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Word Mark SPEEDWRITING

Goods and Services (EXPIRED) IC 041. US 107. G & S: EDUCATIONAL SERVICES-NAMELY, INSTRUCTION IN SHORTHAND WRITING BY BOOKS, LESSON SHEETS, EXAMINATION SHEETS, RECORDINGS, PAMPHLETS, AND OTHER PRINTED MATERIAL PREPARED AND PUBLISHED BY THE APPLICANT. FIRST USE: 19241229. FIRST USE IN COMMERCE: 19241229

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 26.17.07 - Heat, lines depicting; Lines depicting speed, propulsion, heat or wind; Propulsion, lines depicting; Speed, lines depicting; Wind, lines depicting

Serial Number 71692963

Filing Date August 12, 1955

Current Basis 1A

Original Filing Basis 1A

Registration Number 0639132

Registration Date December 25, 1956

Owner (REGISTRANT) SPEEDWRITING PUBLISHING COMPANY, INC. CORPORATION NEW YORK 55 W. 42ND ST. NEW YORK NEW YORK
(LAST LISTED OWNER) MCGRAW-HILL COMPANIES, INC., THE CORPORATION BY CHANGE OF NAME FROM NEW YORK 1221 AVENUE OF THE AMERICAS NEW YORK NEW YORK 10020

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record AVA K DOPPELT

Prior Registrations 0500344

Type of Mark SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15.

Renewal 2ND RENEWAL 19970326

Live/Dead Indicator DEAD

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List At: to record: **Record 4340 out of 4340**

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Typed Drawing

Word Mark PENTHOUSE
Goods and Services IC 016. US 038. G & S: MAGAZINE
Mark Drawing Code (1) TYPED DRAWING
Serial Number 72305841
Filing Date July 25, 1968
Current Basis 44E
Original Filing Basis 44E
Registration Number 0880922
Registration Date November 18, 1969
Owner (REGISTRANT) PENTHOUSE PUBLICATIONS LIMITED CORPORATION GREAT BRITAIN 170 IFIELD ROAD LONDON ENGLAND SW. 10
 (LAST LISTED OWNER) General Media Communications, Inc. CORPORATION NEW YORK 6800 Broken Sound Pkwy Suite 100 Attn General Counsel Boca Raton FLORIDA 33487
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record David L. Sigalow
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECTION 8(10-YR) 20090327.
Renewal 2ND RENEWAL 20090327
Live/Dead Indicator LIVE

ADDG ADVERTISING & PROMOTION

2017 (to date)
\$130,000 (est.)

2016
\$281,979

2015
\$293,045

2014
\$272,617

2013
\$272,130

2012
\$263,988

2011
\$247,484

2010
\$200,614

2009
\$236,817

2008
\$249,646

2007
\$195,789

MARKETING QUESTIONS

1. How is our penetration into the Florida market?
2. What can we do to increase our penetration?
3. What ethical tools can we use to achieve that increase?