STATE OF SOUTH CAROLINA
APPLICATION FOR REGISTRATION
OF A TRADEMARK OR SERVICE MARK

Original: $15 per mark, per class
Renewal: $5
Assignment: $3

Check one:
[ ] Trademark or [✓] Service Mark

1. Name of Applicant: **Brittain Resort Management, LLC**

2. Applicant’s principal place of business address: **407 30th Avenue North, Myrtle Beach, SC 29577**

3. Applicant’s place of business address in South Carolina, if any: **407 30th Avenue North, Myrtle Beach, SC 29577**

4. Applicant is:
   [ ] an individual or sole proprietor
   [✓] a corporation duly organized under the laws of the State of South Carolina
   [ ] a partnership duly organized under the laws of the State of
   Names of General Partners:
   [ ] a Limited Liability Company duly organized under the laws of the State of
   [ ] other

5. Describe the mark, including any literal and/or design elements if claimed:
   **the word MyrtleBeachHotels.com**

6. The actual goods or services in connection with which the mark is used (i.e., shoe laces, cat food, heating repair services, baby-sitting services, etc.): **Providing a website featuring travel related information**

7. The mode or manner in which the mark is used (i.e., labels, advertisements, brochures, etc.): **Website, advertising and other promotional materials used in connection with the services**

8. The class(es) in which the goods or services fall (see attached): **Service Class 1 - Advertising and Business (IC 35)**
9. The mark, with respect to the goods or services identified above, was first used by applicant or predecessor in interest as follows (include month, day, and year):

Date of first use anywhere: 9/22/98  Date of first use in South Carolina: 9/22/98

10. Has the applicant, or any predecessor in interest, ever filed an application to register the mark or portions of the mark or a composite of the mark with the United States Patent and Trademark Office?

[ ] YES  [ ] NO

If you answered "YES", please provide the full particulars including the filing date, serial number and status of each application. If an application was finally refused registration or has otherwise not resulted in registration, please state the reason for this:

________________________________________________________________________________________

11. Please enclose three (3) original, identical specimens showing the mark as actually used.

DECLARATION OF OWNERSHIP

Applicant herewith declares that he/she has read the above and foregoing application and knows the contents thereof and that the facts set out herein are true and correct, that the three specimens of the mark submitted are true and correct, that the applicant is the owner of the mark, and that the mark is in use. Additionally, to knowledge of the person verifying this application, no other person has registered this mark either federally or in this State, or has the right to use this mark in its identical form or in near resemblance as to be likely, when applied to the goods or services of another person, to cause confusion or to cause mistake or to deceive.

Sworn to and subscribed before me

this 8th day of June, 2012

[Signature]

Notary Public of South Carolina

My Commission Expires: 3/18/13

J. Matthew Brittain

Name

Manager

Title

(843) 445–6962

Telephone Number

6/8/12

Date

NOTE

THE ACCEPTANCE OF A TRADEMARK OR SERVICE MARK FOR REGISTRATION BY THE OFFICE OF THE SECRETARY OF STATE PROVIDES THE OWNER WITH A RIGHT TO USE SUCH MARK IN THE STATE OF SOUTH CAROLINA ON THE GOODS AND SERVICES IDENTIFIED IN THE REGISTRATION APPLICATION. HOWEVER, THE OFFICE OF THE SECRETARY OF STATE DOES NOT SEARCH OTHER STATE OR FEDERAL REGISTRATIONS, INTERNET DOMAIN NAMES OR OTHER COMMON LAW (UNREGISTERED) USERS, THEREFORE, RIGHTS GRANTED BY THIS REGISTRATION MAY BE AFFECTED OR PREEMPTED BY PRIOR USE OR OTHER REGISTRATION OF THE MARK.
Find the best places to stay, great locations, and more amenities than you can even imagine, all at an outstanding value. Get what you want by visiting MyrtleBeachHotels.com/scb today.

- Spacious condos, suites, and golf villas
- Myrtle Beach's largest indoor water park
- SC's largest outdoor pool
- Wet & Wild pool play centers
- Lazy rivers & Soothing whirlpools
- Resort dining & Buffet breakfasts
- Starbucks® Cafes
- Oceanfront & Poolside bars
- Fitness centers & Day spas

Oh by the way...Did we mention our HOT SUMMER DEALS going on now? Take a look inside. Our season's best rates won't last long!

Get a GREAT Deal NOW!
July 2, 2012

South Carolina Secretary of State
Trademark Division
1205 Pendleton Street
Columbia, SC 29201

Re: Application for Registration of a Service Mark
“myrtlebeachhotels.com”
Our File No.: 1580.016

Dear Sir/Madam:

Please find enclosed herewith the executed and notarized Application for Registration of a Service Mark for the mark “myrtlebeachhotels.com.” Three (3) specimens are enclosed, along with Check No. 17465, in the amount of $15.00, to cover the filing fee.

If you have any questions regarding the enclosed documents, please do not hesitate to contact this office.

With kind regards, I am

Very truly yours,

B. Craig Killough

BCK/hch
Enclosure
I, Mark Hammond, Secretary of State, hereby certify that the following mark has been registered in this state according to the provisions of the South Carolina Code of Laws Section 39-15-1105 et seq. to:

Brittain Resort Management, LLC
407 30th Avenue North
Myrtle Beach, SC 29577-

Description: The mark consists of the word "MyrtleBeachHotels.com"
Date of First Use in South Carolina: 9/22/1998
If an Entity, Organized under the Laws of South Carolina
Registration Date: 7/19/2012

MyrtleBeachHotels.com

Description of Goods or Services: Website featuring travel-related information
Date of First Use: 9/22/1998
Class of Goods or Services: Service mark class #1
Expiration Date: 7/19/2017

Given under my hand and Great Seal of the State of South Carolina on July 20, 2012