

ESTTA Tracking number: **ESTTA710045**

Filing date: **11/20/2015**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92061031
Party	Plaintiff Jeffrey Schermerhorn
Correspondence Address	JEFFREY SCHERMERHORN 7070 CURTISS AVENUE SARASOTA, FL 34231 UNITED STATES jsny72@gmail.com
Submission	Opposition/Response to Motion
Filer's Name	Jeffrey Schermerhorn
Filer's e-mail	jsny72@gmail.com
Signature	/Jeffrey Schermerhorn/
Date	11/20/2015
Attachments	Exhibit D.pdf(2557714 bytes) Exhibit E.pdf(5288689 bytes)

EXHIBIT D



Jeff Schermerhorn <jeffsrq@gmail.com>

FW: SAR Agent Does Not Belong to a Realtor Assoc Action Oct 25

Fred Beles <Fred@fredbeles.com>

Wed, Oct 23, 2013 at 11:48 AM

To: Jeff Schermerhorn <jeffsrq@gmail.com>

Cc: Alkhl <alkhl@comcast.net>, MJewing2411@yahoo.com

Jeff,

If we do not take action by Thursday, the company will be fined. I need your help or will have to submit a notice removing you license.

Fred Beles

Capital Real Estate Enterprises Inc.

3212 Gulf Gate Drive, Suite B * Sarasota, Florida 34231

Fred@FredBeles.com * 941.921-4555 * Fax: 800-690-1788

Direct: 941.921-1000



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From: Fred Beles [mailto:Fred@FredBeles.com]

Sent: Tuesday, October 22, 2013 5:07 PM



Jeff Schermerhorn <jeffsrq@gmail.com>

FW: SAR Agent Does Not Belong to a Realtor Assoc Action Oct 25

Fred Beles <Fred@fredbeles.com>
To: Jeff Schermerhorn <jeffsrq@gmail.com>
Cc: Alkhl <alkhl@comcast.net>

Tue, Oct 22, 2013 at 5:06 PM

Jeff,

We are coming up to a date that we need to deal with regarding your license with Capital Real Estate. Call me on Wednesday and let's discuss the alternatives.

EXHIBIT E



Search:

SYSTEM STATUS: All Systems are up and running 11-20-2015 17:40

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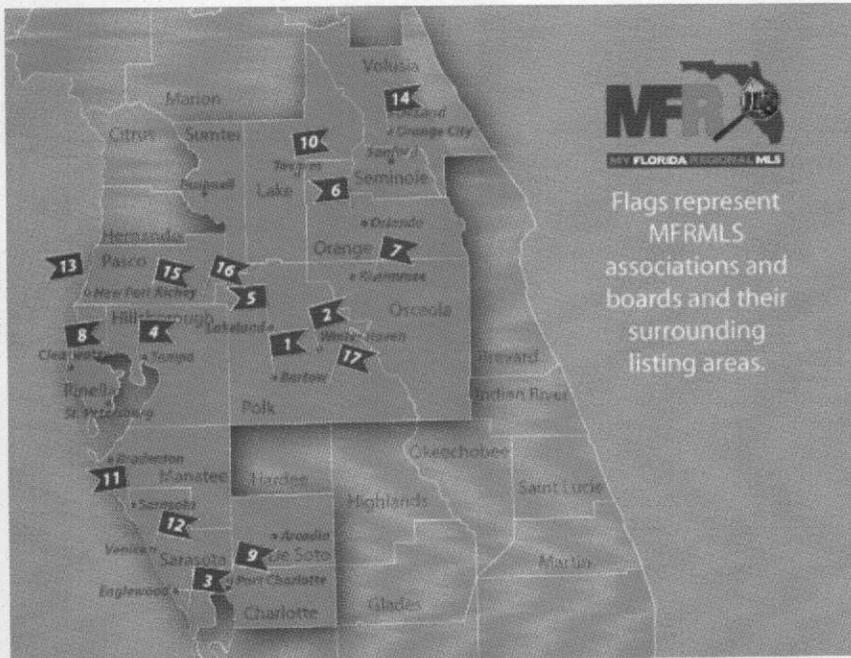
MFRMLS Headlines | Owner's Waiver Form Now Available in Forms Simple...



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Our Shareholders

My Florida Regional MLS is a consortium of 14 REALTOR® Associations and Boards throughout Central and Southwest Florida. With equal ownership in MFRMLS, these "Shareholder Organizations" actively participate in shaping MFRMLS policy and strategic direction to benefit the subscribers of MFRMLS and the real estate community. One voting member from each Shareholder Organization volunteer their time to serve on the MFRMLS Board as elected [Directors](#) and [Officers](#).



(Note: Numbers on the map correspond with numbers in the below list. Numbers on the map indicate location of that Association/Board.)

Our Shareholder Organizations:

1. [Bartow Board of REALTORS®](#)
2. [East Polk County Association of REALTORS®](#)

Call Center

Do you have a technical or administrative question? Visit our [Call Center](#) page for more information.

System Notices

MFR has identified that customers using an Apple mobile device with the latest version of iOS9 operating system are experiencing issues displaying the Split (Map with Thumbnail) view in the Matrix customer portal.

Issue: selecting the Split (Map with Thumbnail) view from an Apple mobile device with the latest version of iOS9 displays a blank page (example below) in the Matrix customer portal.

Corelogic is aware of this issue and is working to provide a timely resolution.

3. [Englewood Area Board of REALTORS®](#)
4. [Greater Tampa Association of REALTORS®](#)
5. [Lakeland Association of REALTORS®](#)
6. [Orlando Regional REALTOR® Association](#)
7. [Osceola County Association of REALTORS®](#)
8. [Pinellas REALTOR® Organization](#)
9. [Punta Gorda-Port Charlotte-North Port Association of REALTORS®](#)
10. [REALTORS® Association of Lake & Sumter Counties](#)
11. [The REALTOR® Association of Sarasota & Manatee](#)
12. [Venice Area Board of REALTORS®](#)
13. [West Pasco Board of REALTORS®](#)
14. [West Volusia Association of REALTORS®](#)

Customer Organizations:

15. [Central Pasco Association of REALTORS®](#)
16. [East Pasco Association of REALTORS®](#)
17. [Lake Wales Association of REALTORS®](#)

Our Shareholder Organizations

1. **Bartow Board of REALTORS®** ([Connect to Bartow's website](#))

The Bartow Board of Realtors Inc. is affiliated with both the Florida Association of Realtors and the National Association of Realtors. One of the oldest Realtor association in Florida, the Bartow Board was chartered on January 1, 1923, more than eighty years ago. Over the eight decades, the Realtor members of the Bartow Board have striven to uphold the high standards of professional behavior required of them by the Realtor Code of Ethics that all Realtors have sworn to uphold.

Although South Central Polk County, including Bartow and Fort Meade, saw only limited growth in the last century, this dynamic area is poised to lead the growth in not only Imperial Polk County, but also the vibrant Central Florida I-4 corridor. Bartow and Fort Meade have both the land and infrastructure to sustain growth for at least the first half of the 21st Century. The Bartow Board of Realtors and its Realtor members stand ready to lead Bartow and Fort Meade into the future. [Back to Top](#)

2. **East Polk County Association of REALTORS®** ([Connect to EPCAR's website](#))

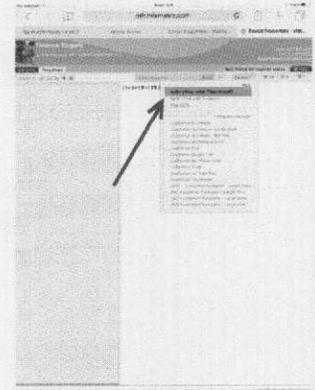
The purpose of the Association is to unite those engaged in the recognized branches of the real estate profession in this community in order to exert a beneficial influence upon the profession and related interests; to further home and other real property ownership and provide a unified medium for safeguarding and advancing the interests of real estate owners and those engaged in the real estate profession.

Its purpose also is to designate, for the benefit of the public, those within its jurisdiction of Auburndale, Dundee, Eagle Lake, Eloise, Haines City, Lake Alfred, Lake Hamilton, Wahneta and Winter Haven, who are authorized to use the term "REALTOR" ® as licensed, prescribed and controlled by the NATIONAL ASSOCIATION OF REALTORS®. [Back to Top](#)

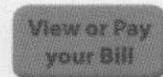
3. **Englewood Area Board of REALTORS®** ([Connect to EABOR's website](#))

To protect private property rights and help the Englewood Area Board of REALTORS® maintain the highest standards of professionalism and integrity, and achieve the maximum level of success for their profession and community. [Back to Top](#)

4. **Greater Tampa Association of REALTORS®** ([Connect to GTAR's website](#))

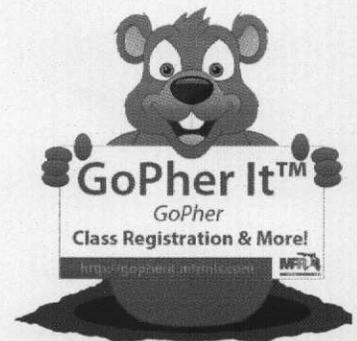


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MFRMLS Knowledge Base



The Greater Tampa Association of REALTORS® is a trade organization that was founded on March 18, 1911 as the Tampa Real Estate Board.

Today, the Greater Tampa Association of REALTORS® is the voice for over 6,500 real estate professionals. Our Association has many objectives.

We unite those engaged in the recognized branches of the real estate profession for the purpose of exerting a beneficial influence upon the profession and related interest groups. In addition, we provide and maintain high standards of conduct in the real estate profession as expressed in the Code of Ethics of the National Association of REALTORS®.

Our Association also provides a unified medium for real estate owners and those engaged in the real estate profession whereby their interest may be safeguarded and advanced, and to further the interest of home and other real property ownership. [Back to Top](#)

5. Lakeland Association of REALTORS® ([Connect to LAR's website](#))

The Lakeland Association of REALTORS® WAS ORGANIZED IN 1923. The association was organized as the Lakeland Real Estate Board. The Real Estate Board consisted of six charter members: Mr. John F. Cox, President, Mr. William Steitz, Mr. L.R. Abbott, Mr. E.J. Kaufmann, Mr. J. J. Haldeman, Mr. Henry J. Lewis. A charter was issued by the National Association of Real Estate Boards to the Lakeland Board of REALTORS® on May 1, 1941. [Back to Top](#)

6. Orlando Regional REALTOR® Association ([Connect to ORRA's website](#))

The Orlando Regional Realtor® Association is one of the largest local trade associations in the state of Florida with membership totaling more than 11,000.

The Orlando Regional Realtor® Association serves members in Hillsborough, Lake, Orange, Osceola, Polk, Seminole, and Volusia counties. [Back to Top](#)

7. Osceola County Association of REALTORS® ([Connect to OSCAR's website](#))

Osceola County Florida is known for its diversity. On one side you have a booming business community that thrive off of the huge tourism industry that is Central Florida. On the other side you have a relaxing mix of farming communities and areas of untouched nature. Osceola County is the ideal place to settle down in because of the many facets of life that are represented here. The goal of this site is to help give you information that you will want to know as you are plan your move into our area. [Back to Top](#)

8. Pinellas REALTOR® Organization ([Connect to PRO's website](#))

The Pinellas REALTOR® Organization was established in 2002 as the result of a merger between the St. Petersburg and Clearwater Board of Realtors.

Representing over 5,500 members, the Pinellas Realtor® Organization is one of the Tampa Bay area's largest professional trade associations. The organization advances and promotes the real estate profession through professional development programs, government affairs, and political advocacy and maintains a high standard of conduct by real estate professionals through professional standards training and administration. [Back to Top](#)

9. Punta Gorda-Port Charlotte-North Port Association of REALTORS® ([Connect to PGPCNP's website](#))

The Mission of the Punta Gorda-Port Charlotte-North Port Association of REALTORS®, Inc. shall be to serve its members by enhancing their skills and opportunities to operate their business successfully, ethically and professionally while preserving private property rights. [Back to Top](#)

10. REALTORS® Association of Lake and Sumter Counties ([Connect to RALSC's website](#))

We believe you'll find that Lake County, the land of hills, trees, and lakes, is probably the BEST area in Florida to live. Our rolling terrain and scenic beauty make us unique in Central Florida. The county's population has a median age of 44.8 years which confirms Lake County's well-established residential foundation and desirability as a retirement location. You'll find Lake County is centrally located - close enough to where you wish to go, yet not in the midst of the BIG cities. Whether considering a place to raise your family or retire, we encourage you to take a close look at Lake County and the many benefits it can offer. [Back to Top](#)

11. The REALTOR® Association of Sarasota and Manatee ([Connect to RASM's website](#))

Established in 2015 as the result of a merger between the Manatee Association of REALTORS® and the

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Sarasota Association of REALTORS®, the REALTOR® Association of Sarasota and Manatee (RASM) has over a century of history in the region, originally chartered by the NATIONAL ASSOCIATION OF REALTORS® in 1914.

Representing over 5,500 members, RASM advocates for private property rights and advances members' professionalism and expertise, offering programs, products and services to help members gain new skills and professional designations. [Back to Top](#)

12. Venice Area Board of REALTORS® ([Connect to VABOR's website](#))

The Venice Area Board of REALTORS®, chartered by the National Association of REALTORS® in 1956, has over 700 REALTOR® and Affiliate Members serving the Venice Area.

The Board provides members with numerous educational opportunities and credit courses to maintain their licenses, as well as coordinating the Multiple Listing Service and lock box system. Board members are involved with several community organizations such as the Salvation Army, Habitat for Humanity, County Clean our Beaches and Volunteer Connections to do a variety of goodwill projects for the community.

Over the past 15 years, the Board has raised over \$150,000 for scholarships for local students.

Since 1982 the Board has been honored 15 times by the Florida Association of REALTORS® as the best in its size category for service to its members, the community, the State and National Associations. The Board has also received 17 Education Awards from the Florida Association - making it the Board that has won more awards than any other in the history of Florida Association.

In 2002 the Board was honored as Business of the Year by the Venice Area Chamber of Commerce. [Back to Top](#)

13. West Pasco Board of REALTORS® ([Connect to WPBOR's website](#))

Located in New Port Richey, FL, the West Pasco Board of REALTORS® serves approximately 850 members and affiliates. Established in 1958, WPBOR has proudly served its members and the community along the Gulf Coast. [Back to Top](#)

14. West Volusia County Association of REALTORS® ([Connect to WVAR's website](#))

With over 75 years of history and service the West Volusia Association of REALTORS® has established itself as a leader in the real estate community in Volusia County and beyond. Here, at our website www.WestVolusiaRealtor.org, you will find our Member Directory and Directors & Officers rosters, Affiliate roster, the annual events calendar, committee sign-up form, membership applications, and useful links. [Back to Top](#)

Customer Organizations:

15. Central Pasco Association of REALTORS® ([Connect to CPAR's website](#)) [Back to Top](#)

16. East Pasco Association of REALTORS® ([Connect to EPAR's website](#)) [Back to Top](#)

17. Lake Wales Association of REALTORS® ([Connect to Lake Wales's Website](#)) [Back to Top](#)

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