

ESTTA Tracking number: **ESTTA1104479**

Filing date: **12/28/2020**

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

Proceeding	92071893
Party	Plaintiff Jacksonville Film Events, Inc.
Correspondence Address	MARILYN S YOUNG MARK YOUNG PA 1638 CAMDEN AVE JACKSONVILLE, FL 32207 UNITED STATES Primary Email: myoungpa@comcast.net 904-996-8234
Submission	Plaintiff's Notice of Reliance
Filer's Name	Marilyn S. Young
Filer's email	myoungpa@comcast.net
Signature	/Marilyn S. Young/
Date	12/28/2020
Attachments	NOR_Logoreci_Decl_JFEv.Madrid_92071893.pdf(4825035 bytes) Exh33to39_LogoreciDecl_JFEvMadrid_92071893.pdf(4438688 bytes)

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

JACKSONVILLE FILM EVENTS, INC.,
a Florida corporation,
Petitioner

v.

ADAM MADRID,
A United States individual,
Registrant

In the matter of
Registration No. 5,442, 652

For the mark: LOL JAX FILM FESTIVAL

Registered on the Principal Register
On April 10, 2018

Cancellation No. 92071893

PETITIONER'S SIXTH NOTICE OF RELIANCE

Petitioner, Jacksonville Film Events, Inc., ("JFE") through its attorney and pursuant to 37 C.F.R. §2.123(a)(1) hereby submits this Sixth Notice of Reliance of the Declaration of Mr. Niki Logoreci with accompanying exhibits consisting of:

- Exhibit 23 – JFE Company Records and Social Media Screenshots
- Exhibit 24 – JFE Websites and Social Media Screenshots
- Exhibit 25 – State of Florida Fictitious Name Registration
- Exhibit 26 – JFE on Social Media
- Exhibit 27 – Logoreci Business Card
- Exhibit 28 – JFE Business Plan presentation
- Exhibit 29 – Advertising campaign and COJ Film and Television Advisory Committee Minutes
- Exhibit 30 – Promotional materials for the JFF Marks
- Exhibit 31 – JFE Website Screenshots
- Exhibit 32 – JFE Service Advertisements
- Exhibit 33 – Advertisements under JFE and Wikipedia Page
- Exhibit 34 - J. Rush Text Messages
- Exhibit 35 – Location of JFE and Registrant's Services
- Exhibit 36 – Email of Actual Confusion
- Exhibit 37 – USPTO Application for JFF Mark USPTO Ser. No. 88/316,007
- Exhibit 38 – USPTO Office Action for JFF Mark USPTO Ser. No. 88/316,007
- Exhibit 39 – 2019 Communications with Registrant

Mr. Logoreci is the current President and Board Chair for the Petitioner whose testimony is relevant to the priority and use in commerce of the Petitioner's JACKSONVILLE FILM FESTIVAL, JAX FILM FEST and stylized JACKSONVILLE FILM FESTIVAL trademarks (the "JFF Marks") and their similarities with the Registrant's LOL JAX FILM FESTIVAL trademark. In addition, Mr. Logoreci's testimony is relevant to the affirmative defenses raised by the Registrant.

Respectfully submitted,

A handwritten signature in black ink that reads "Marilyn S. Young". The signature is fluid and cursive, with the first name "Marilyn" being more prominent than the last name "Young".

Marilyn Young
Attorney for Petitioner
Florida Bar No. 64518

Date submitted
December 28, 2020

Mark Young, P.A.
1638 Camden Ave
Jacksonville, Florida 32207
Phone: (904) 996-8234
Email: myoungpa@comcast.net

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing **PETITIONER'S SIXTH NOTICE OF RELIANCE** has been served on Lauren E. Majure, Attorney for Registrant by forwarding said copy on December 28, 2020, via email to: info@majurelaw.com and majurelaw@gmail.com .



Marilyn S. Young

Attorney for Petitioner
Florida Bar No. 64518

December 28, 2020

Mark Young, P.A.
1638 Camden Ave
Jacksonville, Florida 32207
Phone: (904) 996-8234
Email: myoungpa@comcast.net

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**DECLARATION OF NIKI LOGORECI, PRESIDENT AND CHAIRMAN OF BOARD
OF DIRECTORS FOR PETITIONER, JACKSONVILLE FILM EVENTS, INC.**

I, Niki Logoreci, based upon my own personal knowledge, hereby declare:

1. I am the current President and Chairman of the Board of Directors of Jacksonville Film Events, Inc. ("JFE") and have been involved with its business operations since 2014.
2. In my role as President of JFE, I personally oversee, direct and perform various business activities: registering trademarks; maintaining the company registration in the State of Florida; maintaining nonprofit tax status per Internal Revenue Service requirements; managing volunteers, organizing and coordinating the Board of Directors and other committees, obtaining sponsors to help fund programs, events and services; promoting the JFE services in the media through interviews and blogs; maintaining social media pages and websites; coordinating advertising agency campaigns, organizing events and creating business relationships with others to support JFE services. Exhibit 23 contains official records and screenshots for some of these duties.

3. My earliest memories of JFE started in 2005 when I began volunteering for JFE events. I instantly became a huge fan and looked forward to attending or volunteering at JFE events thereafter.
4. In 2013, I remember seeing an advertisement for a prior year JACKSONVILLE FILM FESTIVAL event at a Jacksonville business and I realized I did not see the usual events advertised that year. I began to research if there were any events scheduled and learned that JFE was in transition.
5. This sparked my interest into possibly taking charge of JFE and continuing the mission of bringing film into the spotlight where other film enthusiasts like me could enjoy and support local and independent filmmakers.
6. After many dead ends, my initial contact started in 2014 when I was able to speak with a member of the JFE Executive Committee and expressed interest in taking on a leadership role with the company.
7. Over the course of several months in 2014, the JFE Executive Committee interviewed me to learn my interest and goals for JFE and determine what resources were available to continue film services and events offered by the JACKSONVILLE FILM FESTIVAL, stylized JACKSONVILLE FILM FESTIVAL and JAX FILM FEST trademarks (the JFF Marks).
8. Members of the JFE Board included the President of WJCT, a local public television station in the City of Jacksonville and the Film Commissioner for the City of Jacksonville both of which assisted me with the JFE transition in 2014-2015.
9. In 2015, the JFE Board requested that I present a business plan, including financial projections for continued operation of JFE. By that time, I had recruited the support of my co-

workers at Apple, Inc.: Louis C. Leblanc, III, Brian Reese and Chris Yeaple who helped create the business plan and were also promoting JFE services and events under the JFF Marks.

10. I began assuming the more responsibilities for JFE in 2015 and attended local events in Northeast Florida to raise funds and generate community support for entertainment film and related services under the JFF Marks.

11. JFE is an active company registered with the State of Florida prior to and during my involvement with a substantial online presence including websites, and social media accounts through Facebook®, Twitter® and Instagram® which all featured the JFF Marks and film services. See Exhibit 24

12. Business records that I received prior to my involvement were somewhat sporadic because there have been many changes in leadership of JFE over the years and there was not always a smooth transition from one group of officers to the next.

13. I registered the fictitious name JAX FILM FEST in 2015 with the State of Florida. See Exhibit 25

14. In 2015, I hired a film producer to produce a short film that was used as part of a marketing campaign to advertise that the JFF film events were resuming. The video was used in a 2016 social media campaign. See Exhibit 26.

15. My team and I spent many months in 2015 and 2016 creating marketing materials, designing a new logo image for the JFF Marks, identifying potential sponsors, attending film events, and going to local events with potential supporters to generate interest and raise community awareness in the JFF Marks and events. See Exhibit 27.

16. I was officially elected President of the Board of Directors for JFE during a Board Meeting on April 1, 2016. Louis C. Leblanc, III and Christopher D. Yeaple were elected to the Board of Directors on the same day and we presented our business plan and the attached presentation to the outgoing Board. See Exhibit 28.

17. In 2016, JFE focused its efforts on organizing a multi-day film event to be held in September 2017. In preparation, my team and I began identifying potential venues to hold events, contacting resources for support, communicating with the City of Jacksonville Film and Television Office, and launched a social media campaign announcing the 2017 events planned under the JFF Marks. See Exhibit 29.

18. During my start-up years of 2015-2017, I received support from many leaders in the film industry in Northeast Florida and the City of Jacksonville.

19. It took more time than initially anticipated to gather the support and resources needed to hold the proposed September 2017 events under the JFF Marks and our team decided it was in the best interests of all to move the events to September 2018. See Exhibit 30.

20. During my years as President of JFE, there have been ongoing entertainment and film related services and events held under the JFF Marks in 2018 and 2019 with 2020 events moved to February 2021 in light of the pandemic. See Exhibit 31.

21. I am not aware of any decisions or plans to permanently abandon the JFF Marks or services.

22. Specific services under the JFF Marks that have taken place since my involvement have included: organizing film competitions in numerous categories for both domestic and international films; offering festival hosted panels; holding film workshops; organizing film viewing parties; monthly library programs locally featuring film characters derived from

literature; sponsoring film fan clubs featuring diverse and unique film screenings not offered in theaters; online promotion of the film industry through social media at #filminjax; showcasing women in film through special initiatives known as Women's Perspective; and showcasing local films through the Jax City Limits initiative. See Exhibit 32.

23. I am personally aware that JFE owns the JFF Marks and since my involvement in 2014, there have been no licenses, agreements or any other arrangements made with any other individuals or entities to use the JFF Marks for any purpose that is not directly associated with JFE services.

24. In my experience, JFE services under the JFF Marks have been enjoyed by thousands of consumers through the years including independent film producers, attendees of the Petitioner's services in and around Jacksonville, Florida, independent film aficionados, event hosts, patrons, media and supporters of the independent film industry throughout the United States.

25. Based on my experience and knowledge, the services offered under the JFF Marks are known by consumers to originate from JFE where they have done so since 2003 and JFE's film festivals are known as the preeminent film events in Northeast Florida. See Exhibit 33.

26. Since my involvement with JFE, the following expenditures have been spent on advertising and marketing the JFF Marks to promote consumer awareness: 2020: \$532.40, 2019: \$7,188.02, 2018: \$586.86, 2017: \$587.73; 2016: \$1,026.26; 2015: \$499.01; 2014: \$4,592.99.

27. I have personally found the film industry in Jacksonville, Florida to be a well acquainted community many of which are consumers of both the Registrant and JFE's services.

28. I personally know the LOL JAX FILM FESTIVAL owner and Registrant, Adam Madrid, who I first met in December 2016 at a "Women in Film and TV" event in Jacksonville, Florida.

We were introduced by a mutual acquaintance, Jared Rush. To my knowledge, the LOL Jax Film Festival did not exist at the time of this meeting.

29. I first learned of the LOL Jax Film Festival in Jacksonville, Florida in June 2017 when I saw it posted on Facebook® and immediately contacted, Jared Rush, who I viewed as a close friend of Mr. Madrid, and expressed concern over the similarity of the LOL JAX FILM FESTIVAL trademark (the “LOL Mark”) with the JFF Marks.

30. In June 2017, I had a conversation via text messaging with Mr. Rush who expressed that he relayed my concerns over the similarity in the trademarks of LOL JAX FILM FESTIVAL with the JFF Marks, to the Registrant and that the Registrant “felt bad” about it. Exhibit 34.

31. To my knowledge, neither me nor anyone within JFE has given permission to the Registrant to use or register any of the JFF Marks with the USPTO.

32. To my knowledge, neither myself nor anyone within JFE has ever assisted Registrant with the development or use of the LOL Mark.

33. I am personally aware that the LOL Mark’s services have been offered within a few miles from JFE’s services under the JFF Marks in Jacksonville, Florida. Exhibit 35.

34. I am personally aware of instances of customers inquiring if Adam Madrid’s events for the LOL Mark were affiliated in some way with JFE or the JFF Marks’ services. Most of these instances were in person conversations but there was at least one that occurred through email and is attached as Exhibit 36.

35. Because I had concerns over the similarity of the LOL Mark and the confusion it was causing, I applied to register the JACKSONVILLE FILM FESTIVAL trademark on behalf of

JFE with the USPTO on February 26, 2019, USPTO Ser. No. 88/316,007. (the “88/316,007 Mark”) Exhibit 37.

36. The application for the 88/316,007 Mark included a Section 2(f) claim, per my attorney, to indicate acquired distinctiveness of the trademark from many years of use and consumer recognition of the source of JFE’s services associated with the trademark.

37. I learned on or around May 2019 that Adam Madrid registered the LOL Mark with the USPTO on April 10, 2018 because it was cited as the reason my application to register the 88/316,007 Mark was refused by the USPTO on May 10, 2019 for likelihood of confusion of the source of trademarks’ services. Exhibit 38.

38. Shortly thereafter, specifically May 13, 2019, I spoke to Adam Madrid in person at a Film Bar event and asked if we could meet to discuss the trademark conflict and the refusal of the 88/316,007 Mark’s application. Mr. Madrid would not commit a day or time to discuss this issue.

39. In May and June 2019, I left four additional messages via phone or text all of which were unreturned or uneventful except for Mr. Madrid stating he needed to consult an attorney. See Exhibit 39.

40. I filed the Petition to Cancel the LOL Mark through my attorney on August 1, 2019 after being unable to resolve the issue directly with Mr. Madrid.

41. I have repeatedly offered to settle the trademark dispute with Mr. Madrid throughout the TTAB Cancellation proceeding if he would drop JAX from the LOL JAX FILM FESTIVAL trademark. To date, Mr. Madrid has refused to make any changes to the LOL Mark.

I declare under penalty of perjury that the foregoing is true and correct.

Date signed 12-24-2020

By: 
Niki Logoreci



[Department of State](#) / [Division of Corporations](#) / [Search Records](#) / [Search by Entity Name](#) /

Detail by Entity Name

Florida Not For Profit Corporation
JACKSONVILLE FILM EVENTS, INC.

Filing Information

Document Number N03000006602
FEI/EIN Number 20-0746181
Date Filed 08/04/2003
State FL
Status ACTIVE

Principal Address

2300 Marsh Point Rd.
Suite. 301
Neptune Beach, FL 32266

Changed: 04/30/2019

Mailing Address

2300 Marsh Point Rd.
Suite. 301
Neptune Beach, FL 32266

Changed: 04/30/2019

Registered Agent Name & Address

Mason, Walker Gibbs
2300 Marsh Point Rd.
Suite. 301
Neptune Beach, FL 32266

Name Changed: 06/11/2018

Address Changed: 04/30/2019

Officer/Director Detail

Name & Address

Title President / Director

Logoreci, Niki
2300 Marsh Point Rd
301

Neptune Beach, FL 32266

Title Manager

Reese, Brian Michael
2300 Marsh Point Rd
301
Neptune Beach, FL 32266

Title CFO


Mason, Walker Gibbs
2300 Marsh Point Rd
301
Neptune Beach, FL 32266

Annual Reports

Report Year	Filed Date
2018	06/11/2018
2019	04/30/2019
2020	03/17/2020

Document Images

03/17/2020 -- ANNUAL REPORT	View image in PDF format
04/30/2019 -- ANNUAL REPORT	View image in PDF format
06/11/2018 -- ANNUAL REPORT	View image in PDF format
06/23/2017 -- ANNUAL REPORT	View image in PDF format
04/07/2016 -- ANNUAL REPORT	View image in PDF format
04/22/2015 -- ANNUAL REPORT	View image in PDF format
04/01/2014 -- ANNUAL REPORT	View image in PDF format
04/03/2013 -- ANNUAL REPORT	View image in PDF format
02/09/2012 -- ANNUAL REPORT	View image in PDF format
07/21/2011 -- ANNUAL REPORT	View image in PDF format
03/16/2010 -- ANNUAL REPORT	View image in PDF format
06/16/2009 -- ANNUAL REPORT	View image in PDF format
05/01/2008 -- ANNUAL REPORT	View image in PDF format
09/04/2007 -- ANNUAL REPORT	View image in PDF format
01/11/2006 -- ANNUAL REPORT	View image in PDF format
05/06/2005 -- ANNUAL REPORT	View image in PDF format
07/26/2004 -- ANNUAL REPORT	View image in PDF format
08/04/2003 -- Domestic Non-Profit	View image in PDF format

 Search Facebook

Jacksonville Film Festival > Page Insights

Page Insights

- Followers
- Ads
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts**
- Branded Content
- Events
- Movies
- Videos
- Stories


Promote

Back

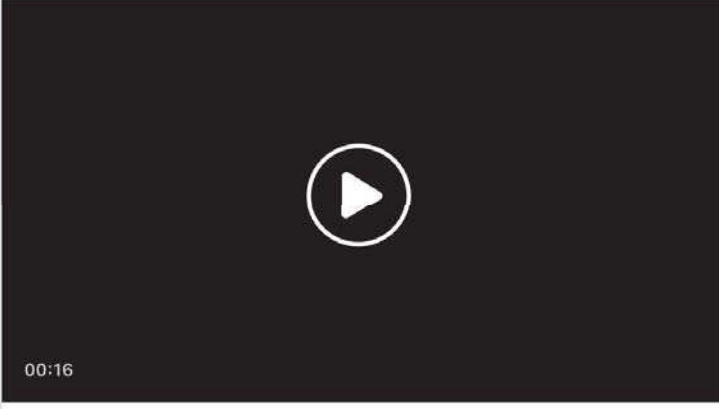
Post Details

See Metrics for All Videos

VideoPost

 Jacksonville Film Festival
August 1, 2016 · 🌐

Can you keep a secret? #JFF2017



00:16

24,310
People Reached

1,358
Engagements

Boost Again



Boosted on Aug 2, 2016
By Niki Logoreci

Completed

People Reached23.0K

3-Second Video Plays11.6K

View Results

  124

8 Comments 49 Shares

Performance for Your Post

24,310 People Reached

0 3-Second Video Views

253 Reactions, Comments & Shares ⓘ

121 Like	121 On Post	0 On Shares
3 Love	3 On Post	0 On Shares
15 Comments	8 On Post	7 On Shares
54 Shares	49 On Post	5 On Shares

1,105 Post Clicks

869 Clicks to Play ⓘ	1 Link Clicks ⓘ	235 Other Clicks ⓘ
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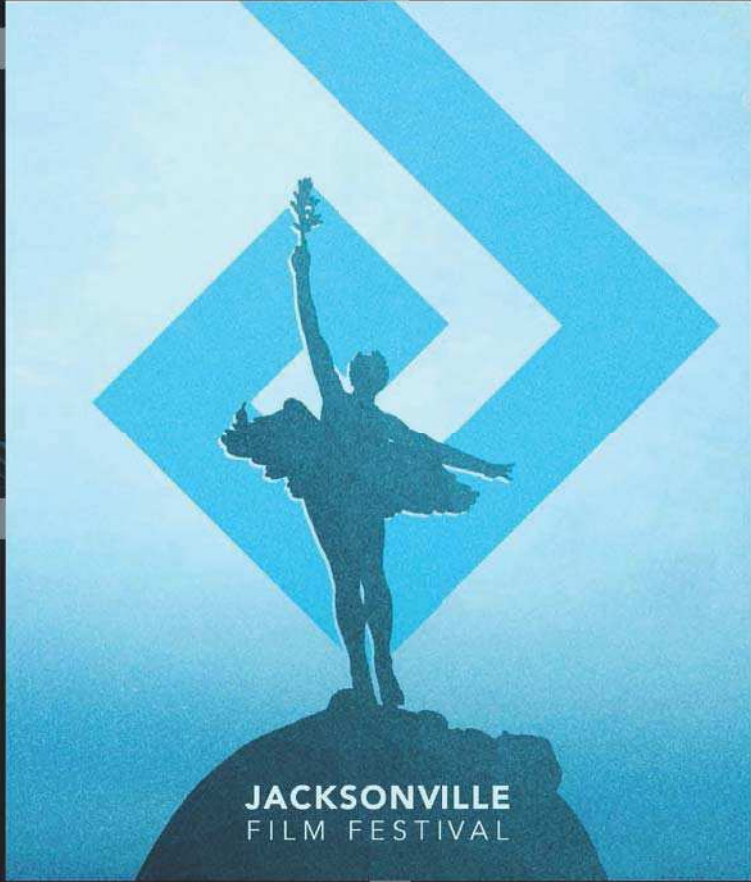
NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Instagram

Search



**jacksonvillefilmfestiv** • Following ...
Memorial Park (Jacksonville)

**jacksonvillefilmfestiv** Hope you're having a fabulous Sunday evening! We have some awesome news coming up very soon, but in the mean time go outside and enjoy the week or so of 60 degree weather we get! #film #jacksonville #jacksonvillefilmfestival
213w



Liked by  q__q.jpg and 48 others
NOVEMBER 20, 2016

Add a comment... Post

UNDER THE SKIN



Jacksonville Film Festival

12 messages

Niki Logoreci <niklogoreci@gmail.com>
To: "mboylan@wjct.org" <mboylan@wjct.org>

Mon, Feb 23, 2015 at 5:42 PM

Hello Mr. Boylan,

I wanted to thank you again for being open and having the time to meeting with me. I wanted to let you know I am very serious about this project and I am putting 100% in to it. Wanted to politely email you and remind you if there is anything else you can send over and share with me. I remember you said something about the old business plan, and a powerpoint presentation, and possibly if there is any financial information you can send would be extremely helpful.

Thank you for your time

Niki Logoreci
904.434.4697
niklogoreci@gmail.com

Niki <niklogoreci@gmail.com>
To: Michael Boylan <mboylan@wjct.org>
Cc: Kim Steed <ksteed@wjct.org>

Mon, Mar 2, 2015 at 9:37 AM

Good Morning Mr. Boylan,

I'm just following up on my previous email to ensure that it was received. I understand you're extremely busy so please respond at you convenience.

I look forward to hearing from you soon.

Thanks,
Niki Logoreci
904.434.4697
niklogoreci@gmail.com

[Quoted text hidden]

Michael Boylan <mboylan@wjct.org>
To: Niki <niklogoreci@gmail.com>

Mon, Mar 2, 2015 at 10:10 AM

Niki - I am not in the office today or tomorrow. I'll block out some time in my schedule later this week to send some more information. - Michael

[Quoted text hidden]

Niki <niklogoreci@gmail.com>
To: Michael Boylan <mboylan@wjct.org>

Mon, Mar 2, 2015 at 1:18 PM

Thank You very much Mr. Boylan!

- Niki

[Quoted text hidden]

92071893 - EXHIBIT 23

Niki Logoreci <niklogoreci@gmail.com>
To: Michael Boylan <mboylan@wjct.org>

Mon, Apr 20, 2015 at 2:48 PM

President Boylan,

Hello sir, I hope you had a fantastic weekend. Just wanted to keep you a little bit in the loop and up to date. I met with Joan Monsky and Christine Braddock and I received almost all marketing information, posters, programs from all film festivals.

Working with a Filmmaker from San Francisco in building a program for 2016 Jacksonville Film Festival. I will actually be flying to San Francisco next week for San Francisco International Film Festival and meeting the board there and get as much research and information they can give me to make this project possible.

Met with President of UNF John Delaney, and I will be emailing him soon with all information and plans for the Festival and to hopefully Joint Venture with UNF.. (just like Savannah Film Festival that works with SCAD)

I am already in touch with UNF communications professors and working very closely with them; the ideas is to help students with film industry, they can volunteer, intern, and even send film to the festival. Even creating a Student Award.

Met with Joan Haskell, she loves the idea and the plans for the Festival, will be having dinner with her soon.

Waiting to meet with old Jacksonville Film Festival directors Warren Skeels and Vanessa Harper from TigerLily Media.

Thank You for your time in reading this.. Have a good day sir.

Niki Logoreci
904.434.4697

[Quoted text hidden]

Michael Boylan <mboylan@wjct.org>
To: Niki <niklogoreci@gmail.com>

Mon, Apr 20, 2015 at 5:54 PM

Niki - Thanks for the update. Good work. I will file the annual report with the Florida Department of State later this week so as to keep the corporate status current. - Michael

[Quoted text hidden]

Niki Logoreci <niklogoreci@gmail.com>
To: Michael Boylan <mboylan@wjct.org>

Thu, May 7, 2015 at 12:44 PM

Good Evening Mr. Boylan,

I was just wondering if there is any archives and materials left from the old board; photos, videos, any materials left from older festivals.? (that you are aware of)

Thank you for your time,

Niki
[Quoted text hidden]

Michael Boylan <mboylan@wjct.org>

Thu, May 7, 2015 at 1:52 PM

To: Niki Logoreci <niklogoreci@gmail.com> 92071893 - EXHIBIT 23

Niki - I don't have any such materials you suggested but I've attached a couple of the marketing pieces I had in my files. - Michael

Michael T. Boylan
President & CEO
WJCT Public Broadcasting
100 Festival Park Ave.
Jacksonville, FL 32202
904-358-6333

[Quoted text hidden]

2 attachments

 **2012 Sponsor Packet.pdf**
1155K

 **Sponsor Celebration Invite.pdf**
992K

Niki Logoreci <niklogoreci@gmail.com>
To: Michael Boylan <mboylan@wjct.org>

Wed, Dec 30, 2015 at 7:37 PM

Mr. Boylan

I wanted to Thank You for supporting us through every step in getting this 501c3 status back and thank you for recommending Irene.

We have been working on some ideas we would like to share with you, and get your feedback and talk about what the next steps are for JFF. We have completed a timeline, sponsor package, and renovating the brand of JFF. We have been in close contact with Jim Mace and it is very possible for us to get Bacardi back!

Thank You so much!
Happy Holidays and Happy New Year 2016 to you, your family and WJCT staff!

Niki
[Quoted text hidden]

Niki Logoreci <niklogoreci@gmail.com>
To: Michael Boylan <mboylan@wjct.org>

Wed, Feb 17, 2016 at 10:00 PM

Good Evening Mr. Boylan,

I just wanted to follow up with you and let you know the paperwork is complete.

- 1- Amended Articles of Corporation
- 2- Amended Corporation Bylaws
- 3- "cr2e009" form that needs to be sent to Tallahassee.

After speaking to our lawyer after reading the old bylaws, it states that there needs to be a special meeting held for board members. You have to give a 7 day written notice for the meeting. Who ever attends the meeting there needs to be at least a 2/3 majority vote that the new article of business, corporate bylaws, and new Board will be taking over the festival. After that's been accepted by who ever shows up to the meeting we can then file the paperwork with Tallahassee, which our lawyer will take care of.

I will bring a copy of the documents this week to your office for you to look over.

Niki Logoreci
[Quoted text hidden]

92071893 - EXHIBIT 23

Niki Logoreci <niklogoreci@gmail.com>
To: Michael Boylan <mboylan@wjct.org>

Mon, Mar 7, 2016 at 11:52 AM

Mr. Boylan

I have spoke to Todd Roobin, we will be scheduling a meeting with us all. I will message your secretary soon as Robert Monsky is back in town.

Niki
[Quoted text hidden]

Michael Boylan <mboylan@wjct.org>
To: Niki Logoreci <niklogoreci@gmail.com>

Mon, Mar 7, 2016 at 12:11 PM

Niki - Thanks for the update. The deadline for refiling with the Secretary of State's is May 1st and I would like to see this completed at least a couple of weeks prior to that. - Michael

Michael T. Boylan
President & CEO
WJCT Public Broadcasting
100 Festival Park Ave.
Jacksonville, FL 32202
904-358-6333

[Quoted text hidden]



Jacksonville Film Festival
[@jacksonvillefilmfestival](#)

Search for @jacksonvillefilmfestival on Facebook or in Messenger to find this Page easily.

- Posts
- Events
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- Photos

Like Share



NO!

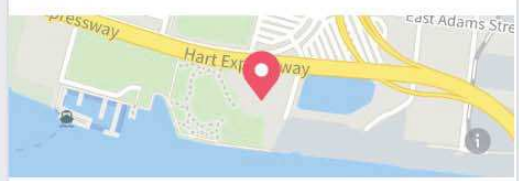
12 Votes

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About See All



[jacksonvillefilmfestival.com](#)
Arts & Entertainment · Event · Nonprofit Organization

Page Transparency See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - July 31, 2013

See more of Jacksonville Film Festival on Facebook

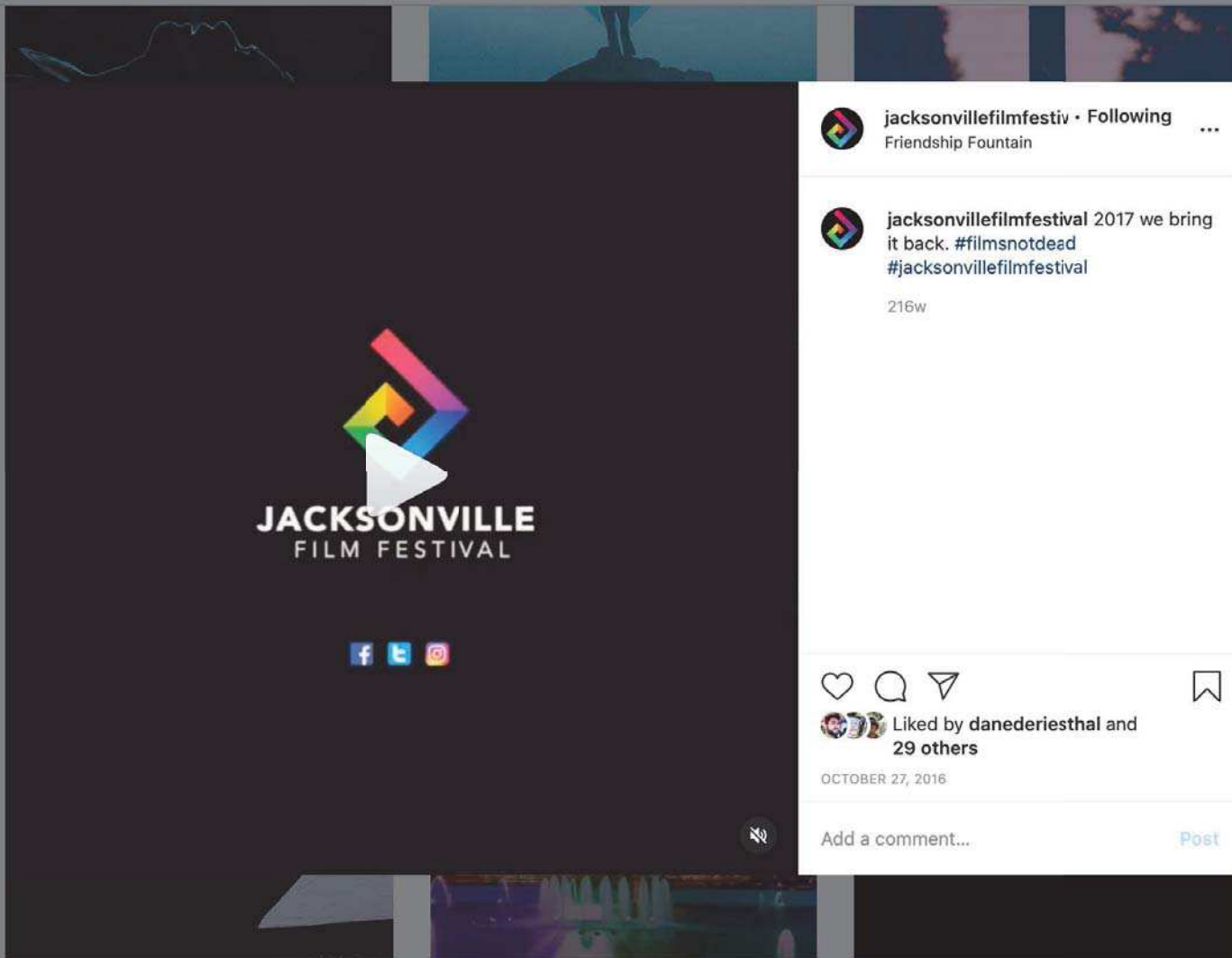
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Instagram

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jacksonvillefilmfestiv • Following
Friendship Fountain



jacksonvillefilmfestival 2017 we bring it back. #filmsnotdead #jacksonvillefilmfestival

216w



Liked by danederiesthal and 29 others

OCTOBER 27, 2016

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←

Jacksonville Film Festival

574 Tweets

Jacksonville Film Festival @JaxFilmFestival · Aug 7, 2016

Spread the word!! Film will be returning back to Jacksonville in 2017. Jax Film Fest has a new board and has... fb.me/7hpGi4OC0

2

Jacksonville Film Festival @JaxFilmFestival · Aug 1, 2016

Can you keep a secret? [#JFF2017](https://twitter.com/JFF2017)

1

2

Jacksonville Film Festival @JaxFilmFestival · Feb 28, 2014

Rest in peace Paul Figura. You'll be missed. [#paulfigura fb.me/6q9uUroJd](https://fb.me/6q9uUroJd)

3

Jacksonville Film Festival @JaxFilmFestival · Dec 12, 2013

JFF alum film [@thespiansmovie](https://twitter.com/thespiansmovie) is available this holiday season on [#Amazon](https://amazon.com/Thespians-Warr...) and [#iTunes](https://itunes.apple.com/#holidaygiftguide). [#holidaygiftguide](https://amazon.com/Thespians-Warr...) amazon.com/Thespians-Warr...

Jacksonville Film Festival @JaxFilmFestival · Apr 17, 2013

One Spark starts today!! Check all the amazing creators including auroraapp.com [#onespark fb.me/266zOWmBc](https://fb.me/266zOWmBc)

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What's happening

Politics · Last night

US Congress passes \$900-billion COVID-19 stimulus package as part of \$2.3-trillion government spending bill

Trending with [#StimulusBill](https://twitter.com/StimulusBill)

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Daily fantasy hoops is back!

Promoted by DraftKings

Politics · Trending

McConnell and White House

6,747 Tweets

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 **Jacksonville Film Festival**
October 26, 2016 · 🌐

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Jacksonville Film Festival

571 Tweets



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FILM
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The official Twitter account for the Jacksonville Film Festival.

📍 Jacksonville, Florida 🌐 jacksonvillefilmfestival.com 📅 Joined October 2009

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Jacksonville Film Festival @JaxFilmFestival · Aug 31

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JAX FILM FEST

Filing Information

Registration Number G15000001059
Status ACTIVE
Filed Date 01/05/2015
Expiration Date 12/31/2025
Current Owners 1
County MULTIPLE
Total Pages 2
Events Filed 1
FEI/EIN Number NONE

Mailing Address

JACKSONVILLE FILM EVENTS, INC.
2300 MARSH POINT RD. SUITE. 202
NEPTUNE BEACH, FL 32266

Owner Information

JACKSONVILLE FILM EVENTS, INC.
2300 MARSH POINT RD. SUITE. 202
NEPTUNE BEACH, FL 32266
FEI/EIN Number: 20-0746181
Document Number: N03000006602

Document Images

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1:24



JFF Board >

iMessage
Dec 24, 2015, 8:06 PM



Working even on Christmas Eve!
#JFF

Louis LeBlanc



Niki, I didn't tell you yet but
Robert Monsky is on the board of
trustees for MOCA.

Awesome!

we'll show him that: just a sneak
peek on what we are working on

Louis LeBlanc



I'm going to meet with him to
catch him up. He also would like
to come to one of our meetings
to see where we are and help
with anything we need.



iMessage



Apple Pay



Page Insights

- Followers
- Ads
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- Page Views
- Page Previews
- Actions on Page
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Promote

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Post Details

See Metrics for All Videos

Jacksonville Film Festival
August 1, 2016 · 🌐

Can you keep a secret? #JFF2017



00:16

24,310 People Reached **1,358** Engagements [Boost Again](#)

Boosted on Aug 2, 2016 By Niki Logoreci Completed

People Reached	23.0K	3-Second Video Plays	11.6K
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[View Results](#)

124 8 Comments 49 Shares

Performance for Your Post

24,310 People Reached		
0 3-Second Video Views		
253 Reactions, Comments & Shares ⓘ		
121 Like	121 On Post	0 On Shares
3 Love	3 On Post	0 On Shares
15 Comments	8 On Post	7 On Shares
54 Shares	49 On Post	5 On Shares
1,105 Post Clicks		
869 Clicks to Play ⓘ	1 Link Clicks ⓘ	235 Other Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



Jacksonville Film Festival > Page Insights

Page Insights

- Followers
- Ads
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- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Branded Content
- Events
- Movies
- Videos
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Promote

10/25 4:43 PM

10/23 2:52 PM

10/18 9:00 AM

10/13 11:25 AM

10/07 5:21 PM

09/10 3:36 PM


08/31 9:54 AM

08/01 9:28 PM

08/01 5:43 PM


07/17 10:39 PM

Post Details



Jacksonville Film Festival updated their profile picture.

Published by Tasha Ifill [?] · July 17, 2016 ·



Boost Unavailable

Vilan Trub, John Ueckermann and 16 others 1 Share

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Comment

Share

Performance for Your Post

0 People Reached

19 Likes, Comments & Shares

18 Likes	18 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

0 Post Clicks

0 Photo Views

0 Link Clicks

0 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts

0 Report as Spam


0 Unlike Page

Reported stats may be delayed from what appears on posts

88



JACKSONVILLE
FILM FESTIVAL



Niki Logoreci

Chief Executive Officer

📞 904.434.4697

💻 niki@jacksonvillefilmfestival.com

JACKSONVILLE FILM EVENTS INC.**Jacksonville Film Events
Inc.**

Friday, April 1, 2016

**Board of Directors
Special Meeting.**Minutes of the Special Meeting of the Board of Directors of Jacksonville Film Events
Inc.**WJCT Office**
100 Festival Park Ave,
Jacksonville, FL 32202Held: Friday, April 1, 2016
At: 10:00 a.m. -
WJCT Board Meeting Office
100 Festival Park Ave, Jacksonville, FL, 32202**Meeting Attendees:**

The following directors were present:

Michael Boylan
Robert Monsky
Todd Roobin
Niki Logoreci
Christopher D. Yeaple
Louis Carl LeBlanc III
Donald Dempsey II
Brent FineMichael Boylan - President
Robert Monsky - Trustee
Todd Roobin - Trustee

The following directors were not-present:

William E. Hill - Trustee

The following guests were present:

Donald Dempsey II - Lawyer
Brent Fine - City of Jacksonville - Events

Newly Amended & Assigned Board of Directors Present:

Niki Logoreci - President / Director
Louis Carl LeBlanc III - Treasurer / Secretary / Director
Christopher Daniel Yeaple - Vice President / Director

Call to Order

Robert Monsky - Introduced to the board: the new board of directors.

Louis Carl LeBlanc III - Talked about the overall information of the event. Schedule,
workshops, student films, opening and closing ceremonies.Christopher Daniel Yeaple - Talked about marketing, logo, design, website, tickets,
shirt design, how the newly appointed board will be using social media to make
impact.

Niki Logoreci - Talked about the vision, bringing a great team together and re-establishing a solid ground floor to bringing back a culture in Jacksonville that we have lost for couple of years.

There was friendly conversations and questions and answers that where given between the whole party in the meeting..

End Results:

Before the meeting was adjourned the lawyer passed out documents to the board of directors to sign and transfer the company over to the newly assigned board of directors.

Niki Logoreci - President / Director

Louis Carl LeBlanc III - Treasurer / Secretary / Director

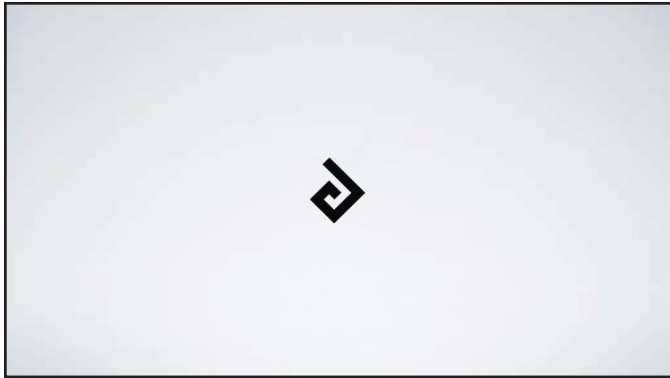
Christopher Daniel Yeaple - Vice President / Director

Jacksonville Film Festival is under the umbrella of Jacksonville Film Events, Inc. a 501 (c) (3) non-profit cultural institution.

Meeting adjourned at 11:30 a.m.

Minutes submitted by Treasurer-Secretary, Louis Carl LeBlanc III


(secretary)



BREAK DOWN

- 50 Films
- 1-6 Panels
- 6 Workshops
- 3 After-Parties.
- One VIP Gala (invite only)
- 1 Movie at the Park
- Free Student Panels & Workshops
- May 2017

Voert (2012)

Film Programming Categories

1	2	3	4
Choose from a list of Nominees & Winners of other Film Festivals. (Popular Films)	Submitted Films from Filmmakers or withoutabox.com	Films Outside the Competition. (Hollywood Film, old Classics, Popular Independent Film)	Global Film Community Films from: England Italy France Australia Spain China Iran

BREAK DOWN OF DAY BY DAY

Thursday

Time	The Florida Theater	The Public Library	MOCA	San Marco Theater	Theater Jacksonville	Sun-Ray Cinema	Other
9:00AM		Prep for Student Workshops/Events					
10:00AM		10-10:55 Acting Workshop					
11:00 AM		11-12:25 Director/Law					
12:00PM		12:30 - 1:30: 3D Animation					
1:00PM		1:30 PM - 2:30 PM Lunch					
2:00PM		2:30 PM - 5:30 PM Students Film					
3:00PM							
4:00PM							
5:00PM	5:00PM Prep for Opening Ceremonies						
6:00PM	6:30 PM Doors Open						
7:00PM	7:00 PM - 9:30 PM - Opening Ceremony						
8:00PM							
9:00PM							8:30 PM - TSA After Party at Dock Gates
10:00PM							
11:00PM							
12:00AM							
1:00AM							

Friday

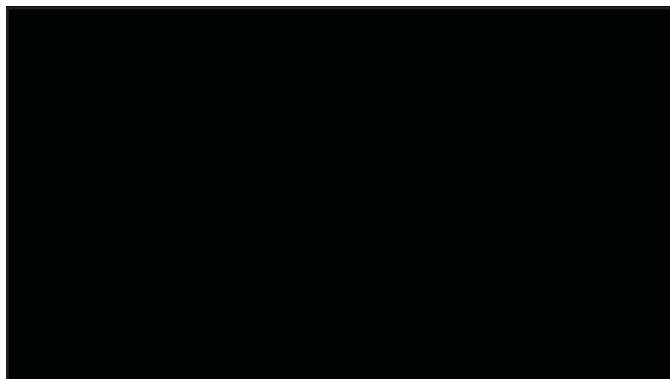
Time	The Florida Theater	The Public Library	MOCA	San Marco Theater	Theater Jacksonville	Sun-Ray Cinema	Other
9:00AM							
10:00AM		10-10:55 Acting Workshop			Bundle of Short Film 3-6 films with 5-10 minutes breaks in between	1 Feature Film	
11:00 AM		11-12:25 Director/Law					
12:00PM		12:30 - 1:30: 3D Animation					
1:00PM					1 Feature Film	1 Feature Film	Bundle of Short Film 3-6 films with 5-10 minutes breaks in between
2:00PM							Field Trips in Removing Park
3:00PM					SEMINAR	1 Feature Film	1 Feature Film
4:00PM					SEMINAR	1 Feature Film	1 Feature Film
5:00PM						Bundle of Short Film 3-6 films with 5-10 minutes breaks in between	1 Feature Film
6:00PM					1 Feature Film	1 Feature Film	1 Feature Film
7:00PM						Bundle of Short Film 3-6 films with 5-10 minutes breaks in between	1 Feature Film
8:00PM					1 Feature Film		Bundle of Short Film 3-6 films with 5-10 minutes breaks in between
9:00PM						1 Feature Film	10:00 PM - TSA After Party at Dock Gates
10:00PM					1 Feature Film		
11:00PM							
12:00AM							
1:00AM							

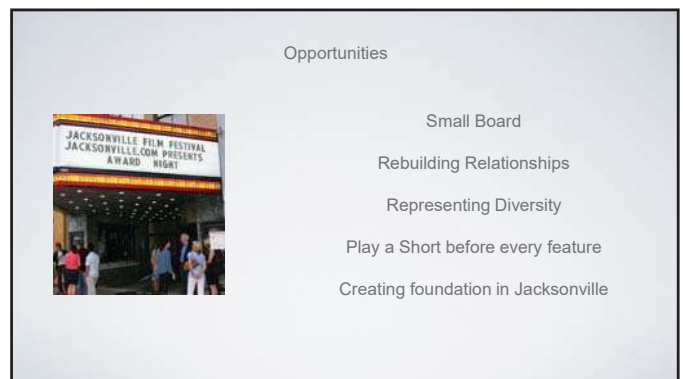
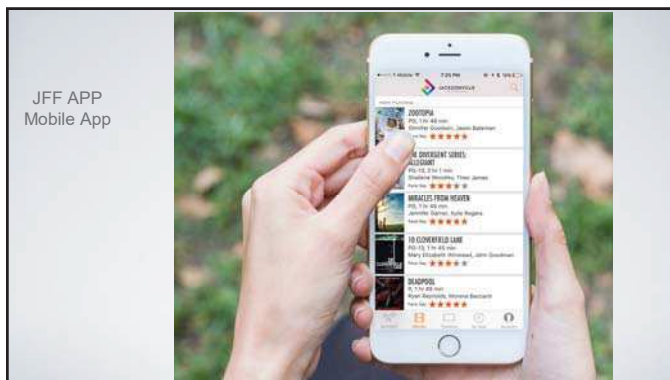
Saturday

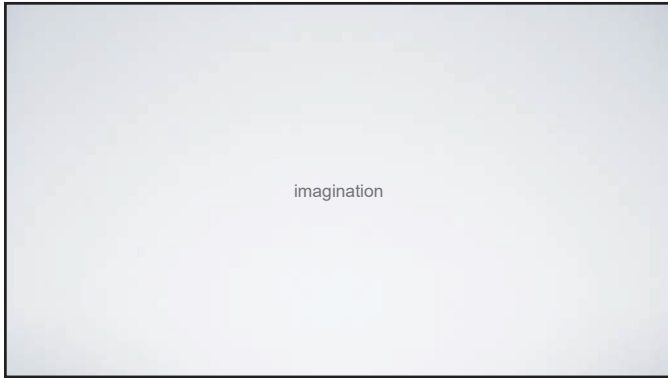
Time	The Florida Theater	The Public Library	MOCA	San Marco Theater	Theater Jacksonville	Sun-Ray Cinema	Other
9:00AM							
10:00AM		10-10:55 Acting Workshop			Bundle of Short Film 3-6 films with 5-10 minutes breaks in between	1 Feature Film	1 Feature Film
11:00 AM		11-12:25 Director/Law					
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1:00PM							Field Trips in Removing Park
2:00PM					SEMINAR	1 Feature Film	1 Feature Film
3:00PM					SEMINAR	1 Feature Film	1 Feature Film
4:00PM						Bundle of Short Film 3-6 films with 5-10 minutes breaks in between	1 Feature Film
5:00PM						Bundle of Short Film 3-6 films with 5-10 minutes breaks in between	1 Feature Film
6:00PM					1 Feature Film	1 Feature Film	1 Feature Film
7:00PM		Entry for the VIP Gala				Bundle of Short Film 3-6 films with 5-10 minutes breaks in between	1 Feature Film
8:00PM		VIP Gala			1 Feature Film		Bundle of Short Film 3-6 films with 5-10 minutes breaks in between
9:00PM						Bundle of Short Film 3-6 films with 5-10 minutes breaks in between	10:00 PM - TSA After Party at Dock Gates
10:00PM					1 Feature Film		
11:00PM							
12:00AM							
1:00AM							

Sunday

Time	The Florida Theater	The Public Library	MOCA	San Marco Theater	Theater Jacksonville	Sun-Ray Cinema	Other
9:00AM							
10:00AM							
11:00 AM							
12:00PM							
1:00PM							
2:00PM	2:00PM Prep for Closing Ceremonies						
3:00PM	3:30 PM Doors Open						
4:00PM	4:00 PM - 6:30 PM - Closing Ceremony						
5:00PM							
6:00PM							
7:00PM							
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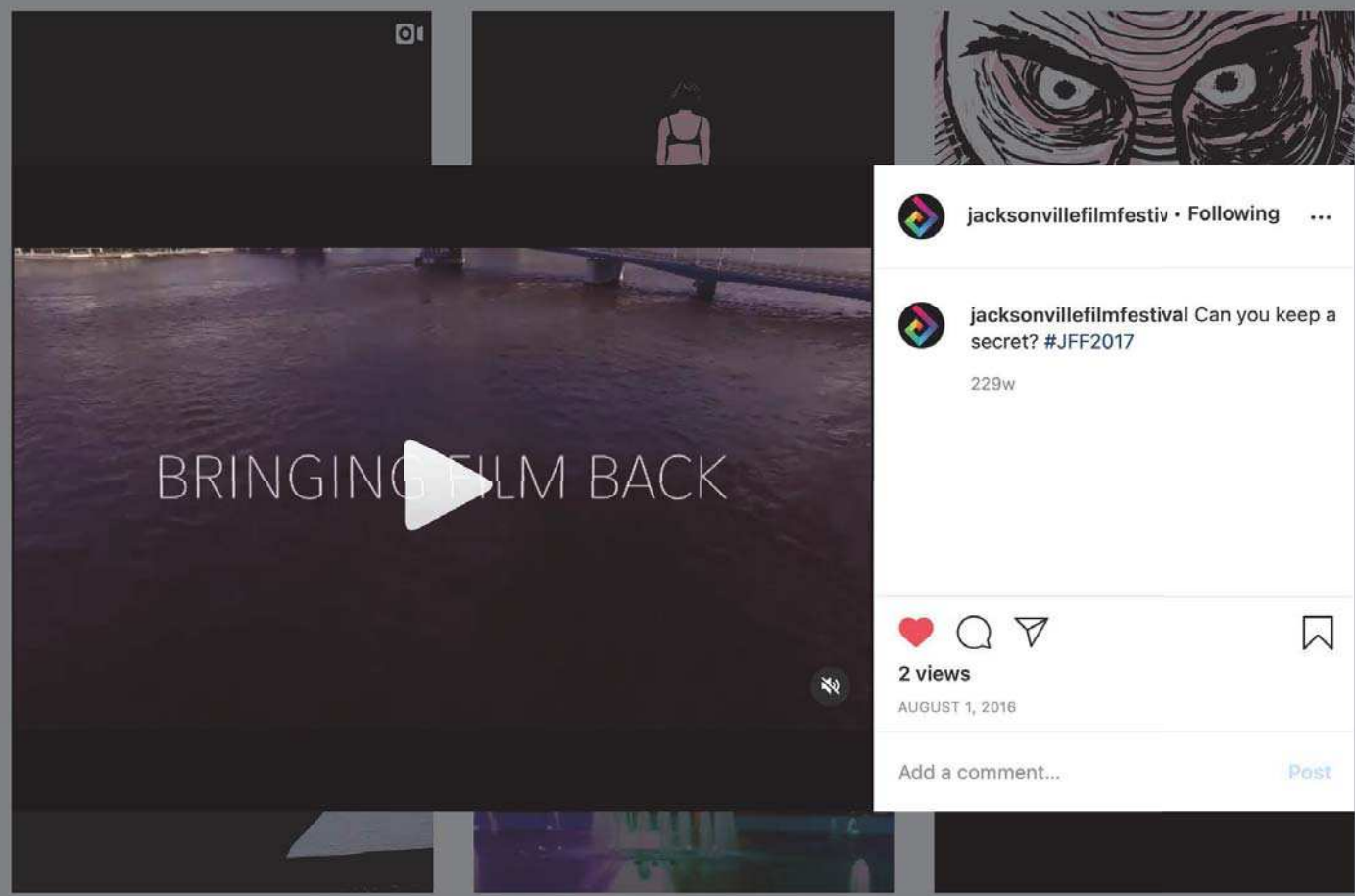






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 **jacksonvillefilmfestiv** Can you keep a secret? #JFF2017

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AUGUST 1, 2016

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**Film & Television Advisory Board
City Hall – Office of Sports & Entertainment Conference Room
May 3, 2017 – 4:30 p.m.**

MEETING MINUTES

Members Present:

Kathryn McAvoy, Judi Spann, Charlene Landen, Carolyn Herman, Chris Shea, Heather Duncan, Alan Vinson, Willie Martin

Members Not Present:

Jennifer Adams, West Herford, Alan Worley, Kojo Robinson

Support Staff:

Todd Roobin, Joey Bergman, Dave Herrell, Dr. Johnny Gaffney, Lauren Majure

Start Meeting: 4:36 pm

I. Call to Order

Charlene Landen

1. Charlene Landen: Welcome to all Committee members. I am filling in for Warren Skeels today as he is filming a television series in Siesta Key for MTV titled 'Siesta Key'.

II. Approval of Minutes

Charlene Landen

1. Any Corrections/Addendums Needed to January Meeting Minutes: None
2. Motion to Approve Minutes from January Meeting- Willie Martin
3. Second to Approve Minutes from January Meeting- Chris Shea
4. Vote to Approve January Minutes: All in favor/None opposed.
5. Minutes for January Meeting- Approved.

III. State Legislative Session

Heather Duncan

1. Heather Duncan: Things have been a bit busy so the legislative session has been extended and we may have a vote on the budget as early as Monday. On the Senate side, the Office of Film and Entertainment staff as well as funding is staying, but further negotiation is needed in the House. The existing sales tax exemption program is also good on both sides for projects filmed in Florida. In original negotiations, an exemption to prevent regulation of talent agencies was proposed, but this exemption was removed, so talent agencies will remain regulated, which has approval on both sides. Senator Latvala is also trying to get the Office of Film and Entertainment Los Angeles Liaison covered as a full-time employee instead of a part-time employee, with Film Florida picking up the other half of the salary as in the past year. Those are the key pieces at present. Todd, do you have anything to add?

2. Todd Roobin: There has been a whirlwind of activity as of late. There was another bill filed by Compass, the Congress of Motion Picture Association of Florida, which is primarily made up of Florida workforce industry union organizations and private industry members. This bill is similar to the former QTV bill with a revolving fund, but was only heard by one committee and was not taken up in this session. Senator Gibson from our area sponsored the bill on the Senate side, so it may come up again in the future. We have been advised against filing incentive legislation in this session and will wait until next session to consider incentive legislation again.

IV. Recap- Tour of (4) Area Businesses

Todd Roobin

1. Todd Roobin: It was a great afternoon touring TigerLily Media with Brenda Egedy Kolb, Jacksonville Production Studios with Ray Hayes, On Ideas and Blue Bridge Productions with West Hertford and ending at Crop Creative Media with Jennifer Adams and Bill Scherer, who graciously hosted our group for a wonderful reception.
2. Chris Shea: I learned a lot that I did not know before and saw some great production businesses, such as the downstairs space in TigerLily Media. Blue Bridge was also great with West and his team and I appreciated the opportunity to participate in this great event. Everyone is working hard to produce in the current challenging industry landscape.
3. Alan Worley: It was a very positive afternoon and each organization had a different specialty. I was able to meet a lot of new people and all seem to be working very hard to get Jacksonville's share of production work. I appreciated their time and efforts and took a lot away from it.
4. Todd Roobin: TigerLily Media and Crop Creative Media also showed their excellent demo reels. We would definitely like to do this again and eventually make our way down to PGA Tour Entertainment at the World Golf Village. We could also tour the ad agencies across the river in the Riverplace Towers such as the Shepherd Agency and St. John & Partners.

V. Film Office Update

Todd Roobin

1. Todd Roobin: There is a spreadsheet in today's packet with YTD productions listed. Most recent is the Nike Golf photo shoot with sports celebrity photographer Carlos Sierrao, which will launch in the fall. The Nike shoot will take place at Friendship Fountain and a few other locations including a local golf course, which will happen around the 10th. Next time, we will include the permitted production's breakdown pie charts so you can see where the productions are coming from as well as the types of productions. We are also assisting producers on an independent film that may film inside the Armory Building (former Parks and Recreation Building). I will keep you posted.

VI. 17th Annual Jax Film & TV Industry Reception

Charlene Landen

1. Charlene Landen: September 7, 21, and 28 are possible dates for this year's reception, which will be held at WJCT Studios. All dates are currently on hold. WJCT needs to know our date by July 1. Hopefully, we will know by June and will relay information

- to you guys as available. There is a handout in today's packet with sponsorship levels. Please share this with everyone in the industry. We kept all sponsorship levels the same as last year. Any thoughts on needed changes?
2. Carolyn Herman: Perhaps we should have a TV with sizzle reel/ promo video airing during the reception. This would be a good promotional item for our local industry.
 3. Todd Roobin: We previously had brief promotional videos from sponsoring production companies running on a continuous loop. We need to make it a benefit for sponsors.
 4. Carolyn Herman: I'm fine with the reel being a sponsor benefit, but wanted the others in the local industry to have exposure as well.
 5. Todd Roobin: We'll first obtain sizzle reels from our sponsors prior to opening up and then assess.
 6. Charlene Landen: Similar to the Jax. Film Festival, but for productions in the community. Perhaps this would be good for another event.
 7. Carolyn Herman: Does the Film & TV Office have a YouTube channel? We could allow local filmmakers to upload sizzle reels to it.
 8. Todd Roobin: We don't have a YouTube channel but offer the local industry the opportunity for marketing via the film office blog and Facebook platforms.
 9. Charlene Landen: Once we know the date of the reception, we will be focused on Rising Star and Industry Awards. The award committee previously consisted of Charlene, Warren, Pepper Lindsey, Jennifer and others and we would like to have the same group this year.
 10. Todd Roobin: The award nomination link is active and people are now able to submit nominations online.

VII. Business Creation Incentive Program

Todd Roobin

1. Todd Roobin: Please see the program handout in today's packet with OED language from their website, which will soon be added to the Film and TV website. This incentive language includes a summary of the program, application process, evaluation process, residency verification form, and confidentiality request. As we have shared in the past, there's \$50,000 for the current fiscal year, thanks to Council President Lori Boyer's efforts in identifying unused funds that were earmarked several years ago for a production that didn't end up filming in Jacksonville. The requirements are fairly strict. We are excited that we now have a local incentive program. There are six other Florida cities that already have such a local program and Miami/Dade is currently in discussion for a similar program.
2. Carolyn Herman: When is next year's budget due?
3. Dave Herrell: It was already turned in a few weeks ago. We are in constant communication to try and find additional funds. We are looking at strategic economic opportunities to find more resources for this program. If you know about projects that want to participate, they must yield a certain ROI and receive a certain score in order to warrant trying for additional funds. It will be a flat budget year and will roll over each year if not used.

VIII. Marketing**Todd Roobin**

1. Todd Roobin: West Herford had to fly out of town so I'll share his update. West has come up with a concept/proposal including: access to local military bases; green 365/ sports programs; river/ocean water sports; capitalizing on productions that are filming in GA and need additional locations that aren't in GA; financial stimulus- including a local program with skilled work force; and website components with an updated program overview and new imagery, sizzle reel, and a downloadable pdf with highest selling points. I have met with our in-house graphic artist regarding this initiative.
2. Chris Shea: Sounds similar to a current Chamber effort called True Jax- could he play on some of those ideas?
3. Dave Herrell: That makes sense.
4. Chris Shea: Yes, all about the water.
5. Dave Herrell: Will Ketchum is leading the Chamber's effort and is a key component of activating water space in the city.
6. Alan Worley: Will there be a meeting or conference call for this committee?
7. Todd: Yes, definitely. West just came up with this proposal very recently.
8. Alan Worley: I am happy to help.
9. Todd Roobin: West was apologetic for not being in attendance today, but we will have further discussions for future meetings and or conference calls. West and his team have come up with great ideas and we will see if we can tap into their creative team a bit more.

IX. Other Business**Dave Herrell**

1. Dave Herrell: On behalf of Sports & Entertainment, I will give a few highlights. We are currently twenty-four days away from the grand opening of Daily's Place Amphitheater, which will be a game changer for downtown. We already have twenty-one confirmed events at this time with a lot of diversity in booking. The Jaguars have a relationship with Live Nation, which is preferred, but not exclusive. We can also utilize this space for city events like we do our other spaces. Memorial Day weekend is the target opening and this is a unique opportunity because it is during the same time as Jacksonville Jazz Festival. If you haven't been before, please come this year to see our efforts in updating the Jazz Festival experience. We will have Tedeschi Trucks, Train, OAR, and Dave Matthews at Daily's Place for the starting lineup. Jazz Festival kicks off on Thursday with the piano competition at the Florida Theater and Courtney Lewis, director of the Jax Symphony, will be the host for the evening. Friday, Saturday and Sunday will have over forty acts of live entertainment on three stages, including a stage in Hemming Plaza facing inward, main stage by Burrito Gallery/DuPont Center, and one stage at the Jax. Landing. We have six Grammy award-winning artists and one Grammy nominee. We are really trying to add diversity to our artist selection. VIP passes are sold out for Saturday and Sunday and we can now see where people are coming from. We have attendees traveling in from Charlotte, DC, Atlanta, NY, Chicago, and LA, and many are booking hotel rooms and VIP packages. In the future, we will likely use Daily's Place as a 2018 venue to expand the event even further. We also have a Jax Sports

- Council, UNF, JU and City announcement: NCAA March Madness is coming back to Jax in 2019 for 1st/2nd rounds at the Arena; Track & Field Men's and Women's Regional championship at UNF Hodges Stadium in 2019 and 2021; and TPC is next week with \$150 Million annual economic impact and global exposure. Charlene, thank you for your work at the PGA Tour Entertainment. We are excited for the new Players Executive Director Jared Rice, who is off to great start. This year, we worked on a downtown activation shuttle program, which runs from downtown to TPC. Artwalk is also tonight and will be a lot of fun as the Symphony is playing one of their community concerts starting at 6:30. Lastly, Todd please provide updates to the Board on the Jax Film Festival and your conversations/ possible dates, etc.
2. **Todd Roobin: The Jax Film Festival** has been resurrected by a team from the Apple Store at Town Center with various marketing and sales backgrounds. The team assumed the Jax. Film Festival 501(c)(3) and are looking at dates in the third week of September for the event. They are currently getting sponsors and working on nailing down more details. Jaxfilmfestival.com is the website. We have reached out to support them in any way we can for getting exposure, etc. They seem to be working independently at the moment, but that is latest update.
 3. Charlene Landen: Let's go around the table. To Dave's TPC comments, Morgan Stanley is broadcasting the TPC live on their massive screen in Times Square for the first time, which is amazing exposure for the tournament. With regards to Daily's Place, I am getting almost daily emails from the Jaguars about tickets for all the upcoming shows and this got me to renew my annual Jags season tickets.
 4. Dr. Gaffney: As a Councilman, I am not able to attend many events. I had a chance to sit at the MLK event and it was first-class. We have a great buzz in Jacksonville and Dave and his staff are wonderful and are responsible for much of the quality entertainment we are getting in Jacksonville. I am amazed by the events Dave talked about and they have a wow factor, hats off to you.
 5. Dave Herrell: Thank you. I am very blessed with the Mayor's support and my team who are passionate about what they do.
 6. Todd Roobin: Event founder, Karen Sadler has the Worlds Art Film Festival kicking off tonight at WJCT studios and continuing throughout the weekend. We put it on our Facebook page and our blog. It is tailored towards children and should be great. If you are interested, please check out the website.
 7. Alan Vinson: When is Jazz Festival?
 8. Dave Herrell: Thursday, 5/25 continuing through Sunday evening, 5/28. We will have music in the afternoon and evening and a great brunch on Sunday as well. We also have Jazz Fest After Dark, with around twenty jazz musicians playing throughout downtown after the festival is over. In addition, we also have a clinic at the Ritz Theatre and Museum with some of the artists on Saturday. If you have a child interested in learning the trombone, for example, you can take them to jam with some of the musicians. This portion is called Jazz Jam. We also have a jazz parade, like in New Orleans, where instruments are played in the street and will include beads and kids and will go throughout downtown on Sunday afternoon. Please go to jacksonvillejazzfest.com to check it out.

9. Alan Vinson: Todd, you spoke about guys who assumed the rights to the Jacksonville Film Festival?
10. Kathryn McAvoy: They obtained the rights and now are running everything.
11. Alan Vinson: Will there be a festival this year?
12. Todd Roobin: September is the organizers goal.
13. Kathryn McAvoy: We worked on it for years, but funding was always an issue.
14. Lew Klechak: Yes, difficult for funding especially when Bacardi pulled out. With respect to downtown, Council President Lori Boyer received the 'Klechak Award' for downtown this year. Andre Wallace presented the award.
15. Todd Roobin: For those who don't know, this award was named after Dr. Lew Klechak, who was the first Chairman of the former Downtown Development Authority for approximately 5 years.
16. Lew Klechak: Yes and this board for several years as well.
17. Todd Roobin: Joey helps out a lot with the Film & Television Office to include permitting and other matters, and I wanted to say thank you for all of your continued assistance.
18. Joey Bergman: Thank you, Todd.

X. **Meeting Adjourned:** 5:29 pm

**2017 Meetings of Calendar Year: 1st Wednesday Every Other Month
July 12, Sept. 6, Nov. 1**

**Film & Television Advisory Board
City Hall – Office of Sports & Entertainment Conference Room
September 7, 2016 – 4:30 p.m.**

MEETING MINUTES

Members Present:

Warren Skeels-Chair, Charlene Landen, Heather Duncan, Chris Shea, Carolyn Herman, Alan Worley, Jennifer Adams, Kathryn McAvoy, Alan Vinson

Members Not Present:

Lawrence Najem, Willie Martin, Kojo Robinson, Judi Spann, West Herford, Dr. Lew Klechak

Support Staff:

Todd Roobin, Dave Herrell, Joey Bergman, Mercedes Parker, Dr. Gaffney, Lauren Majure

Start Meeting: 4:32 pm

I. Call to Order

Warren Skeels

1. Warren Skeels: Asked all BOD Members to give brief bio/intro for new BOD member, Chris Shea.
2. Chris Shea: I work with Wells Fargo on their FL Business Banking Team, specifically banking and PR for the state of FL. Background in the private and public sector as well as nonprofits, am proud to have worked on Superbowl 39, Johnson & Johnson Vision Care and was a stand-in in the RECOUNT movie for Dennis Leary.

II. Agenda: Additions & Deletions

Warren Skeels

1. Any Corrections/Addendums to September Agenda
 - a. Warren Skeels: After Item 8, add Item 8a under ‘Nominating Committee’ for ‘Marketing Committee’.

III. Approval of Minutes

Warren Skeels

1. Any Corrections/Addendums Needed to July Meeting Minutes: None
2. Motion to Approve Minutes from July Meeting- Alan Worley
3. Second to Approve Minutes from July Meeting- Kathryn McAvoy
4. Vote to Approve July Minutes: All in favor/None opposed.
5. Minutes for July Meeting- Approved

IV. 16th Annual Jax Film & TV Industry Reception Recap

Todd Roobin

1. Warren Skeels: Todd and the Film & TV Office did a great job, special thanks to everyone on the board who sponsored the event. Let’s go around table and tell us what worked, other issues, things to change, etc.
2. Jennifer Adams: Jerry talked too long-difficult to cut down time, though.

3. Todd Roobin: I sent an email to Jerry with suggested time limit. It is difficult to cut down speaking time for awards winners. Inside today's packet, you will see the media release sent out re: the awards as well as the program with all sponsors listed. We have received a lot of calls, emails, and texts from people who have attended in years past that said this year was one of the best. Special thanks to Joey, Mercedes, other special events team members, sponsors, and others who stepped up to the plate for such a great effort. This was our 2nd year at WJCT and it was great. Also thanks to Warren and others. We added a special Memoriam flyer remembering those who have passed this year. Any feedback, good or bad, from everyone on the reception?
4. Charlene Landen: I thought the catering/food and the location of everything was great compared to last year. The food was excellent and the two people I brought loved everything, the mayor was in good spirits, the group in general was great as well as Warren and Todd's speeches. I thought it was a home run and we had a big crowd.
5. Joey Bergman: We had 225-230 RSVP's.
6. Todd Roobin: We had to turn down approximately 20 people the day of due to maximum capacity and no additional seating available.
7. Warren Skeels: This was a nice change from years past. We are charging \$15 advance and \$20 after deadline for tickets and had this great turnout.
8. Carolyn Herman: I second everything Charlene said and thought the improvements that WJCT made to their studio space with the screens was incredible. Smith Gambrell & Russell was a sponsor and we brought several young associates to the reception and they had a wonderful experience. The cabernet ran out early, but other than that, the event was great.
9. Todd Roobin: Each of you will receive a link with approximately 250 photos. Our photographer, Ken McCray took phenomenal photos.
10. Chris Shea: Thumbs up to Ruth's Chris Steakhouse, and, as I was new, everyone was incredibly welcoming and helpful. I sat with people who produced the video (TigerLily Media) and enjoyed it immensely.

V. New Film Office Promotional Video

Todd Roobin

1. Todd Roobin: This is the new Film Office promo video that Tiger Lily Media put together. Billy Gaggins, 2015 Rising Star recipient, produced & edited the video.
2. Jennifer Adams: Can you send us that link?
3. Todd Roobin: Yes, definitely. We will send a link to this video as well as the photo links for download. The video was an in-kind sponsorship, which was great as well.
4. Warren Skeels: Moving onto Film Office update.

VI. Film Office Update

Todd Roobin

1. **Project Report:** Todd Roobin: There were over 45 projects, 463 jobs, 244 days of productions, 754 hotel room nights, and \$1M direct economic impact YTD. This is ahead of where we were YTD in 2015. If you have specific questions about any of the projects, see me afterwards and I will be happy to answer questions. A crew is town for a BBC documentary television series titled 'American Justice' which will be broadcasted throughout Europe. The next handout is from Film Florida that shows the number of permitted productions in the state of Florida (see handout from today's

packet). As of May 31, 2016 for fiscal year 2015-16, the State of FL had \$17M in Sales Tax exemptions.

2. Carolyn Herman: Which fiscal year?
3. Todd Roobin: 2016, our fiscal year at COJ starts October 1 and end September 30.

VII. Film & TV Job & Business Creation Program

Dave Herrell

1. Warren Skeels: We made a big announcement at this year's reception regarding the Film and TV Office.
2. Dave Herrell: Big thanks to all who helped with this program. We can now start socializing our program and letting people know about it. There is not currently a revenue source to fund the program. As you know, Council President Lori Boyer found \$50,000 previously not used from another department that can be used for this program. We are working on this, it is on the administration's watch and they know it is a priority. It is economic development focused, which the mayor likes. We do not have a timeline for the budget, but we are having conversations with Sam Mousa and Mike Weinstein and I'm optimistic. I think the good part is that we have this piece of legislation passed, which was the big hurdle. Now we just need to find the funds.
3. Warren Skeels: So, we can promote this now?
4. Dave Herrell: Yes, I am comfortable with saying Jacksonville has a program now. If there is a project that pops up where we need to identify a funding source, let me run this through Sam and Mike. Office of Economic Development is also working on budgeting at this time and we are trying to align with them on budget items. It was premature to do this prior to the pension referendum.
5. Carolyn Herman: What was that about \$200,000?
6. Dave Herrell: We have \$50,000 currently in the budget and now need to get the other \$200,000 to apply to the existing \$50,000.
7. Carolyn Herman: Is this an annual goal?
8. Dave Herrell: Yes.
9. Warren Skeels: Yes, \$250,000 annual goal and we hope to increase this figure as the program continues. Can you give a brief overview on how the program works, Todd?
10. Todd Roobin: A project must have \$500,000 of qualified expenditures in Duval County in order to qualify to receive 5%, 10% or 15% depending on qualified expenditures thresholds for each %. See handout in today's packet for more details.
11. Jennifer Adams: So, will you start communicating that to producers who have possible projects even though we don't have money yet?
12. Warren Skeels: Yes- we have the program, part of budget and now just need to finalize everything, but still want to push the program information to everyone now. Thank you for the information Dave.

VIII. Nominating Committee

Warren Skeels

1. Warren Skeels: We need to nominate a new Chair for the Board for this fiscal year. Charlene, as past chair, will you head this committee?
2. Charlene Landen: Warren has agreed to be considered for another term as Chair, so I wanted to give everyone not here as well as those who are present that have interest in

this position the chance to toss your name into the hat. After that, the committee, which includes myself, Lawrence Najem and Lew Klechak, would make a nomination to the board. If no one steps forward before that time, we would be happy to nominate Warren as Chair again for next term.

3. Warren Skeels: I would be honored to serve again, but if someone else wants to put their name in, we welcome this. Charlene Landen: Let's see if everyone wants to wait until September 30.
4. Alan Vinson: Let's vote now.
5. Kathryn McAvoy: Yes, let's vote now.
6. Charlene Landen: I put forth a motion to nominate Warren Skeels as Chair for another term on the Mayor's Advisory Commission of Motion Picture, Television & Commercial Production.
7. Kathryn McAvoy & Heather Duncan: I second that motion.
8. Vote to approve Warren Skeels for 2016-17 Film & TV Board Chair: All in Favor/ None opposed. Warren Skeels voted unanimously as Chairman for the next term.
9. Warren Skeels: Thank you everyone.

IX. Marketing Committee

Warren Skeels

1. Warren Skeels: We are looking to developing a 1 to 2 year marketing plan regarding our new incentive program and want to create ways to get the word out. We do not have to decide now, but everyone please think about this so we can make it official by our next meeting in November.

X. Other Business

Dave Herrell

1. Dave Herrell: We have a very busy couple of months that will take up a lot of city time and resources, but it is an exciting time for the community as well. Thank you to everyone who was at the reception. It was a phenomenal event for the Board and attendees. We are 52 days away from Georgia-Florida and 58 days away from Navy-Notre Dame/Sea and Sky, so we are spending a lot of time with the local organizing committee for Navy-Notre Dame, the Jax Sports Council and others to piece together a cohesive plan for these events. We have not had such large events back to back in quite some time, so we are working on a unified marketing front that we will deploy in October to celebrate Jacksonville and all the wonderful things happening here. If you look over the next few months, we also have a double-header basketball game during Veteran's Day and we are working with Mike Tolbert on the Legends of Baseball initiative in September. December will be all about the TaxSlayer Bowl. We have lots of activity and it is a very busy fall for us. Want to note as well that Todd is working with the folks on the Jacksonville Film Festival, which is tethered to Art Republic (like Art Basel that will paint buildings in downtown), conversations about future of One Spark, and other things.
2. Charlene Landen: I want to say the Jags will have a winning record, so that's great.
3. Dave Herrell: Yes, after this Sunday we will. Also some fun things happening this weekend we will discuss at a later time.
4. Carolyn Herman: What about the Jacksonville Film Festival?

5. Todd Roobin: 3 people working for Microsoft in Jacksonville have resurrected the Jacksonville Film Festival. They assumed the Board of Directors and got all paperwork transferred. The new team members are very sharp, young, and eager to get this up and running. Michael Boylan, CEO of WJCT and former president of the Jax. Film Festival and other Film Festival board members have vetted and are pleased with their due diligence. They plan to launch the Jax Film Festival in the next few months with a sponsorship package, and media posts on social media and elsewhere. The website is the same, www.jacksonvillefilmfestival.com and it will be updated soon as well. The festival will be concentrated in the downtown core and they are also talking with SunRay Cinema. The festival is TBD dates May 2017. The Film Festival won't conflict with any other events (like TPC).
6. Charlene Landen: TPC is back to Mother's Day in 2017.
7. Warren Skeels: I want to say the new crew is young, eager and innovative. There is a program with Apple that will donate money towards the event, which will be helpful. I think they are all very level headed and wish them the best.
8. Todd Roobin: Yes, they are go-getters and have an amazing amount of energy and are optimistic.
9. Alan Vinson: Can you forward their contact info?
10. Todd Roobin: Yes, we will send it to you. MOSH just launched their Reel Hollywood exhibit. Tomorrow night is the reception from 6-7pm at MOSH with light appetizers and we have loaned them some of our artifacts from the Film & TV Office. I am anxious to see the new exhibit, which will last through February 2017 and I hope you can help socialize this with all your friends and family.

XI. Public Comments

Warren Skeels

1. Warren Skeels: Does anyone have any public comments?
2. Charlene Landen: I am very excited that I will be in Italy for 2 weeks (Nov 8-21) Fly into Venice, then Rome, Assisi, and others. This will be my first passport stamp and I am very excited about it.
3. Warren Skeels: Again, we want to officially welcome Chris to the Board, and meeting adjourned.

XII. Meeting Adjourned: 5:23 pm

2016 Meetings of Calendar Year: 1st Wednesday Every Other Month. Nov. 2

JACKSONVILLE
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2021

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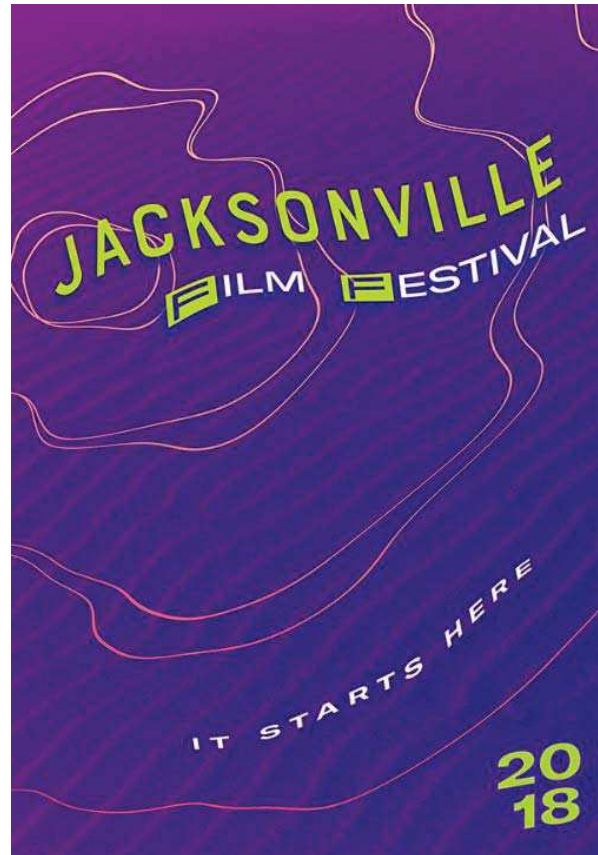
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IT STARTS HERE

SEPTEMBER 14-
15



Hicks Auditorium - Main Public Library, Downtown Jacksonville
303 N. Laura St, Jacksonville, FL 32202





2018 Festival Program:

2018 Film Festival Award Winners:

[View the Full 2018 JFF Program](#) (PDF)

Congratulations to all the winners!

2018 Jacksonville Film Festival Program

- Preview

The **Best Documentary Award** was presented to:

My Paintbrush Bites / U.S.A (Director: Joel Pincosy) -- A man battling reclusion and a racehorse on the brink of death save each other in unexpected ways.

The **Best Short Narrative Award** was presented to:

8328 / Canada (Director: Marc-Andre Girard) -- The film is about an unexpected encounter between young Hugo and

FRIDAY

6:15 - 7:15 PM

RED CARPET EVENT

7:30 - 8:15 PM

♥ YOUR DOCS (short documentaries)

Peace of Heart
Gift of Wings
How Much I Love You
My Paintbrush Bites

8:30 - 10:00 PM

FEATURE PRESENTATION

Rehabilitation of the Hill

SATURDAY

3:00 - 4:00 PM

RED CARPET EVENT

4:00 - 5:35 PM

FEATURE PRESENTATION

True Justice
The Dirty Kind

5:45 - 7:00 PM

RED CARPET AND JFF SOCIAL HOUR

7:15 - 8:15 PM

HOME & ABROAD (shorts block)

Falling South
Mister Biscuits
Domestic Policy
8328

8:30 - 9:50 PM

UTTERLY MACABRE (horror shorts block)

We Summoned A Demon
My Monster
Imitations
CELL
Earworm
Lullaby
Survivor Type
Great Phobia

Raymond, to whom life has given few
gifts- except a few wooden carvings.

The **Best Screenplay** was presented to:

8328 / Canada (Director: Marc-Andre Girard)

The **Best Feature Narrative Award** was presented to:

Rehabilitation of the Hill / U.S.A. (Director: Demetrius Wren) -- Pittsburgh's Historic Hill District which is next in line for a full scale gentrification project. Kelly Saikaly, a local Hill District Resident and activist is ready to chain herself to the construction equipment in order to stop folks from taking away her neighborhood and kicking out the residents for new upscale condos.

The **Best Director Award** was presented to:

Great Choice / U.S.A. (Director: Robin Comisar) --

A woman gets trapped in a Red Lobster commercial.

The **Best Actor/Actress Award** was presented to:

Actress ***Carrie Coon*** for her performance in ***Great Choice*** / U.S.A.

Read the Full Press Release here

Press Releases:

September 26, 2018 - 2018 JFF: Award Winners

September 4, 2018 - Official Film Announcement

August 23, 2018 - Dates Announced

In The News:

2018 Official Film Announcements - EU Jacksonville

Jacksonville Film Festival Announces Film Lineup - WJXT - News4JAX

Film Announcements for JFF - I Want a Buzz

2018 Festival Dates Announced - I Want a Buzz

Jacksonville gears up for fall festival - Jacksonville Business Journal

North Florida filmmaker brings "Falling South" to the Jacksonville Film Festival - Historic City



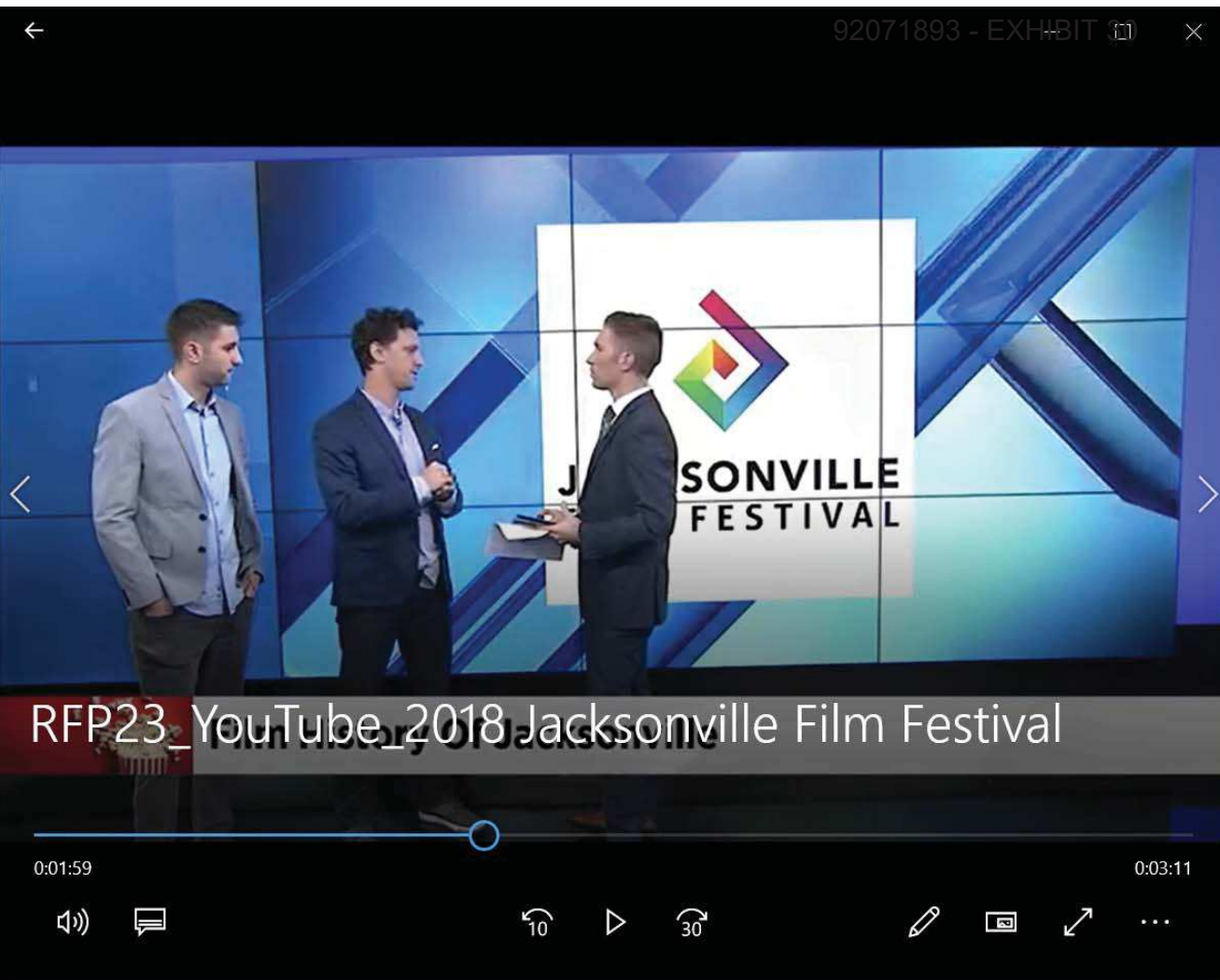
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THE 2019 JACKSONVILLE FILM FESTIVAL ANNOUNCES THIS YEAR'S WINNERS

👤 EU Jacksonville 📅 November 18, 2019

📁 Feature, Festivals, Movie Makers, Movies, On Screen, San Marco, Special Showings 👁 2,057 Views

Congratulations to all of the filmmakers at the 2019 Jacksonville Film Festival. The festival received a record 471 film submissions from 41 countries. A total of 101 films were selected, representing 21 countries with 26% being women directors.

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Congratulations to the winning filmmakers:

Best of Fest

Mr Sam (United States)

Director: Zeus Kontoyannis

Best Feature Documentary

Who Killed Lt Van Dorn (United States)

Director: Zachary Stauffer

Best Feature Narrative

Every Time I Die (United States)

Director: Robi Michael

Best Short Narrative

Mr Sam (United States)

Director: Zeus Kontoyannis

Best Short Documentary

Exit 12 (United States)

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Director: Mohammad Gorjestani

Best Student Short

Mariposas (United States)

Director: Adrian Carey

Best Animation

Framed (Italy)

Director: Marco Jemolo

Special Jury Award

Exit 12 (United States)

Director: Mohammad Gorjestani

City of Jacksonville Award for Best Florida Film

My Daughter Yoshiko (United States- Miami)

Director: Brian Blum



Jacksonville Film Festival Team

Executive Director:

Niki Logoreci

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Director of Programming:

Tim Driscoll

Public Relations Director:

Monica Whitsel

Volunteer Coordinators:

Andrew Cardy

Brian Reese

Franklin Ritch

Art Director:

Eddy Rodriguez

Jury:

Demetrius Wren

John Andrucci

Kim Murrar

Sharon Cobb

Whit Hunter

Selection Committee:

Andrew Cardy

Brian Boyd

Brian Reese

Brock Moore

Cat Wilkins

Laura Blair

Patrick Alexander

Pjerin Logoreci



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Roxanna Lewis



About the Jacksonville Film Festival

The Jacksonville Film Festival is an annual international film festival that showcases in-competition and out-of-competition American and International independent films. The festival celebrates Jacksonville's glorious moviemaking past by serving as a destination for the independent film community and encouraging a new generation of filmmakers to utilize the city as their canvas.

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Linkedin: @jacksonvillefilmfestival

Hashtags: #FirstHollywood #JFF2019 #jacksonvillefilmfestival

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Website: jacksonvillefilmfestival.com/2019

2020 JACKSONVILLE FILM FESTIVAL

OVERVIEW

Dear Filmmakers and Guests,

Film Festivals are a destination for filmmakers, guests, volunteers, and audiences alike. They provide opportunities where you can share ideas, watch films created by filmmakers from all over the world and a platform for indie filmmakers to showcase their work. COVID-19 has turned everyone's life upside down. It has affected everyone and sadly it's still affecting our daily lives.

Our team strongly believes that a Film Festival is an experience, and we want everyone to have a great experience when they come to the Jacksonville Film Festival. Due to COVID-19 we have decided to reschedule this year's festival to early 2021. The new date will be announced at a later time.

What all this means:

All films submitted will still be considered. We are just pushing the event date forward. Due to the extension, we have new submission dates -- The Extended Late Deadline now ends August 31, 2020. The Notifications Date will now be September 30, 2020.

We apologize if this is an inconvenience, but we think this is the best way to help our community, guests and filmmakers affected by COVID.

If you have any questions, please don't hesitate to contact our team

See you all in 2021

Stay Safe,

Jacksonville Film Festival Team

2021 FESTIVAL

FILM SUBMISSIONS

CONTACT US

Jacksonville Film Festival is an annual international film festival that showcases American and International independent films.

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#FILMINJAX

#filminjax is our ambition in driving a social awareness and celebrating filmmaking in Jacksonville, Florida. The city of Jacksonville has a rich history in film as it was once known as the “Winter Film Capital of the World.” Jacksonville Film Festival started using **#filminjax** in 2018 as a social media initiative to grow and showcase filmmaking in Jacksonville.

We encourage all Jacksonville, Florida filmmakers to join us.

#filminjax on facebook

#filminjax on twitter

#filminjax on instagram

#filminjax on LinkedIn

#FILMINJAX

WOMEN'S
PERSPECTIVE

JAX CITY LIMITS

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JAX CITY LIMITS

Is a program initiative, announced March 1, 2020, to support Jacksonville filmmakers, the Jacksonville Film Festival has created **Jacksonville Film Festival: City Limits** or aka **Jax City Limits**, an out-of-competition, festival program that showcases local talent. While Jacksonville might not be the film capital of the world anymore, there are many local filmmakers who would love to see film brought back to the Sunshine state, specifically in Jacksonville. Jax City Limits will take place in the days following the in-competition portion of the festival. Local filmmakers' work will be screened to showcase the talent of those who live in Jacksonville. The films will have been filmed in Jacksonville, to allow the community to see what all the city has to offer.

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WOMEN'S PERSPECTIVE

The Jacksonville Film Festival created the **Women's Perspective** in 2019 as a way to showcase and support women in the film industry. Over the past years more women have directed and produced films in a men-dominated industry. The goal of the Women's Perspective is to celebrate, encourage and support women filmmakers. The program is designed to help answer industry questions, such as how to enter the film world and how to get your name out there. Women's Perspective is part of the program during festival dates.

In the inaugural year, the Jacksonville Film Festival invited actress Christina Wren to be the guest of the Women's Perspective. She is known for *Batman vs. Superman: Dawn of Justice* and *Man of Steel*. She offered her perspective of being a woman in the film industry, and what she has done to become successful. The Jacksonville Film Festival plans to continue to hold the Women's Perspective for years to come.

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WOMEN'S
PERSPECTIVE

JAX CITY LIMITS

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JACKSONVILLE
FILM FESTIVAL

The Inaugural

Jacksonville Film Festival

A Celebration of Hollywood Endings

May 15-May 18



Entertainment

'Local' plays a major role in annual film festival

By Matt Soergel

Posted Apr 15, 2009 at 1:00 AM

The lineup for the seventh Jacksonville Film Festival is taking shape, an event that once again will have a strong emphasis on films with local ties.

At least five feature films have connections to Northeast Florida. In addition, the short-film programs this year will emphasize the work of local students and filmmakers from Jacksonville and throughout Florida. And there will be a documentary about an acting camp for autistic children that was held last year at the University of North Florida, featuring Joey Travolta, John Travolta's brother.

Details are still being nailed down — for one thing, organizers earlier this week were trying to settle on an opening date, either Thursday, May 14, or Friday, May 15.

One noticeable change this year: Most of the screenings will be at the recently renovated Five Points Theatre in Riverside. In the past, the Florida Theatre was a main venue, but executive director Jesse Rodriguez said the downtown landmark will show just the opening night film.

That movie will be "Like Dandelion Dust," which was shot largely in Ponte Vedra Beach and Jacksonville. It has won awards at several small film festivals and got a good review in

January from Variety, which especially praised actors Mira Sorvino, Barry Pepper and Cole Hauser.

Based on a Karen Kingsbury novel, it's about parents who try to keep their adopted son after the boy's biological father, just out of prison, attempts to claim him.

The country's economic woes have affected the festival's sponsors, so there was some serious thought given to trimming the festival back to five or six days; last year, it went on for a full week. But Rodriguez said it will still be seven days, although the number of venues will be reduced.

The San Marco Theatre might be used on the busier days of Saturday and Sunday, and films could also show at the Museum of Science and History and the Ritz Theatre.

One of the festival's highlights looks to be an Irish film called "Kisses." It's about two impoverished Irish children who run away from home and explore Dublin on their own, meeting eccentric characters such as a Bob Dylan impersonator (Stephen Rea). Dylan's all over the soundtrack, too. It's been getting rave reviews and just won the audience award at a Miami festival.

As a pre-festival event, organizers are bringing back one of the biggest hits of last year's festival, "Skills Like This." It will play Friday, May 1, at the Five Points Theatre, with director Monty Miranda expected to be in attendance. It's an enjoyable comedy about a trio of Denver buddies who go to extreme lengths to fight off post-college apathy. It's now playing in select cities on its way to a national release.

It'll be a busy time for festival fans: The Jacksonville Jazz Festival will start Thursday, May 21, a day or two after the film festival ends. The jazz events will be free and will take place on

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downtown streets, other than the opening night piano
competition at the Florida Theatre.

matt.soergel@jacksonville.com, (904) 359-4082



Entertainment

Jax Film Fest features deliver fresh, 'fun' feel

By Matt Soergel

Posted Oct 9, 2011 at 12:01 AM

The Jax Film Fest, in its ninth year, has shaved off a few syllables from the old Jacksonville Film Festival name.

Besides, that's what everyone called it anyway.

The new, catchier name, a little fresher and hipper perhaps, suits the festival's - that is, the fest's - downtown and close-in venues, said executive director Warren Skeels. And it emphasizes the feel organizers are going for this year.

"Honestly, as far as the film festivals go, this one is going to be the most fun in a while," he said.

Visit [our 2011 Jax Film Fest page to learn more](#)

For evidence of that, he pointed to Friday's documentary on Bettie Page, pinup queen of the '50s, from Jacksonville native Mark Mori, and the burlesque party at the Cummer Gallery of Art & Gardens following that.

Then, there's a free kids movie Saturday at the Florida Theatre and a showing of "West Side Story" there later that night, with a Broadway-themed party at the Landing going until 1 a.m. Sunday.

Mori is not the only local connection: Cassandra Freeman, a one-time Douglas Anderson School of the Arts student, will be at the fest with her new film, "Kinyarwanda," set in Rwanda.

She played Denzel Washington's love interest in Spike Lee's "Inside Man," and she's the daughter of the late Mack Freeman, a civil rights advocate who became the first black newsman on Jacksonville TV.

Here are reviews of some of the feature films and documentaries, in chronological order.

Grace Paley: Collected Shorts

4 p.m. Thursday, San Marco

The poet, author, activist and mother comes to full life in this documentary, which features many effective excerpts of her reading from her work. She's feisty, opinionated and often quite funny.

Wild Horse, Wild Ride

7 p.m. Thursday, San Marco. With director Alexandra Dawson and star Wylene Wilson

This warm-hearted documentary has won audience awards at other festivals and looks likely to be a favorite at Jax, too. It follows horse-lovers from Texas to New Hampshire who have 100 days to train a wild mustang before a competition and auction in Fort Worth, Texas. It's enthralling to watch how the trainer bonds with his or her horse - and it's hard not to snuffle as they have to part ways at competition's end (though some can't bear to do that and end up bidding on the horse themselves).

Bombay Beach

4 p.m. Friday, 5 Points

This impressionistic documentary follows the lives of three people in the desolate community along the shores of California's man-made Salton Sea, out in the middle of the desert. One is a troubled boy from a just-as troubled family; another is a football player escaping L.A. gang violence; the third is an irascible old man. Life's pretty bleak there. The film, too. A note: The 2005 festival featured "Plagues and Pleasures on the Salton Sea," a more light-hearted take on the desert sea's residents.

Bettie Page Reveals All

7 p.m. Friday, 5 Points. With director Mark Mori

The pin-up queen herself, as an elderly woman, provides the narration in this entertaining look at her colorful, troubled life. Mori, a Jacksonville native, got the rare chance to interview Page after she emerged from decades out of the public eye. The movie makes clear that her success was due to far more than her curvy figure: Page loved the camera so much that, even decades later, her photo and videos just pop off the screen.

As Night Falls

11:30 p.m. Friday, 5 Points. With star/multi-hyphenated filmmaker Dwight Cenac

Cenac, a Jacksonville native, stars in this made-in-Florida horror comedy, a ghost story that once again reminds you that you should never, ever split up from your friends when you're being hunted by an axe-wielding demon from Hell. The film is well-acted and has its tongue lodged firmly in cheek. There's little new here, but it is pretty entertaining as blood spurts and heads - many heads - roll.

Falling Overnight

2 p.m. Saturday, San Marco

A young man meets the girl of his dreams - on the night just before his operation for a dangerous tumor. The film is unaffected, chatty mumblecore with the taste of real life; the couple (Parker Croft and Emilia Zoryan) fumble toward real affection and grow on you as the night goes on and on.

Sunny Side Up

6 p.m. Saturday, Florida Theatre. With star/writer/producer Christy Scott Cashman and director Derek Estin Purvis

It's the world premiere of this eccentric, intermittently successful fish-out-of-water story, as an L.A. film crew meets some down-to-earth New Englanders. Parker Posey goes way over the top as a spacey New Age reality-show mystic who sets up cameras at the free-range chicken farm of plain-spoken Millie Bartlett (Cashman, who's quite funny). The two rub off on each other as things turn surreal at the Bartletts' home.

The Lake Effect

2:30 p.m. Sunday, 5 Points

Well-acted comedy-drama set in a Michigan lake house, where a middle-aged man who's still trying to figure out his life goes with his wife, whose biological clock is ticking loudly. Then, his estranged teenage daughter shows up, very pregnant, with her boyfriend not far behind. It's a low-key charmer.

Kinyarwanda

6 p.m. Sunday, AT&T Tower Theatre Auditorium. With star Cassandra Freeman, a Jacksonville native

92071893- EXHIBIT 33

Set during the 1994 genocide in Rwanda, it tells interconnected stories of regular people - of varying religions and ethnic groups - responding with heroism or pragmatism or butchery. It's often quite moving, with moments of plain-spoken beauty and considerable tension.

Also playing:

"A Mother's Love": 2 p.m. Friday, 5 Points. Gospel-tinged story about three generations of black women. Feature film.

"Bob and the Monster": 10 a.m. Saturday, San Marco. A look at Bob Forrest, front man of Thelonious Monster, turned addiction counselor. Documentary.

"A Beautiful Belly": Noon Saturday, San Marco. A new couple faces pregnancy together, while wondering if getting married is the best decision to make. Feature film.

"The Dog Who Saved Halloween": 2 p.m. Saturday, Florida Theatre. A free film for kids.

"West Side Story": 8 p.m. Saturday, Florida Theatre. The classic musical gets on the big-screen again. There's a Broadway Gala party connected to it from 9 p.m. to 1 a.m. at Deep Blue at the Landing.

"Farmageddon": 9 p.m. Saturday, 5 Points. Small family farms are under attack by policymakers and regulators. Documentary.

"Running Mates": Noon Sunday, 5 Points. Dueling one-time childhood friends run for mayor of the small town of Shoulder in this comedy. Henry ("The Fonz") Winkler is in it. Feature film.

Jacksonville Film Festival

The **Jacksonville Film Festival** is an annual film festival held in Jacksonville, Florida. Founded in 2002,^[1] the festival screens in competition and out-of-competition American and international independent films. According to the *Daily Record*, the festival is "an anticipated event among the international independent film community and an economic development driver for North Florida."^{[2][3]}

History

The Inaugural Jacksonville Film Festival debuted May 15–18, 2003 with the opening film *The Flying Ace*, made by Norman Studios in Jacksonville, Florida in 1926. In addition to screening films, the festival hosts panels, workshops and parties. Jacksonville Film Festival was conceived by Joan Monsky and Karen Sadler in the spring of 2002. They assembled a small advisory group of community leaders and arts advocates to create a mission and a template for the event which was ambitiously scheduled for May 2003. In that year Jacksonville Film Festival became a non-profit organization.

The Robin Shepherd Group designed the turtle logo and creative graphics, the city and the Times-Union declared their support, Preston Haskell contributed wisdom and encouragement (and more), and Erik Hart offered space and services at the Florida Theatre. Sponsors also took a leap of faith, and volunteers were generous with hours and hours of time and effort. Joan Monsky was elected president and brought in programmers to help guide the artistic vision. After long, arduous planning sessions, the First Annual Jacksonville Film Festival made its successful debut.

In 2003, The mission of the Festival was threefold: to connect Jacksonville to its early "Hollywood of the South" moviemaking roots, to focus attention on independent film and filmmakers, and to contribute to the revitalization of downtown Jacksonville. Six downtown venues hosted films, parties and special events including the popular Entertainment Law Panel and Viva Cinema. Downtown was also alive with movie buffs, movie stars and movie guests.

A year later in 2004, Bill Murray received the honor of the Tortuga Verde Award for Lifetime Achievement.^[4] The screening of *Napoleon Dynamite* got world-wide press for the seasons biggest hit film and Director Christopher Coppola screened his latest film "The Creature of Sunnyside Trailer Park" at the historic Florida Theater.^[5]

In 2005, The festival added new initiatives: Books Alive!, a monthly program in partnership with the Jacksonville Public Library, celebrating family films derived from literature and REEL People, the film festival "fan club" offering year-round screenings of diverse and unique films never before seen in Jacksonville.

In 2006, John Travolta's film *Lonely Hearts* was the headline film in the 2006 Jacksonville Film Festival.^[6]

Jacksonville Film Festival

Location	Jacksonville, Florida, United States
Founded	2002
Awards	Best of Fest
Language	International
Website	jacksonvillefilmfestival.com (http://jacksonvillefilmfestival.com)

In 2007, the Jacksonville Film Festival celebrated its fifth year. The festival has been embraced by the city and is gaining increasing recognition in the Southeast as an important destination for the independent film community. A key to the success has been the festival commitment to offering "Something for Everyone!"

2008 will be known as the year of significant change. Jesse Rodriguez took the helm as Executive and program director, and along with the board of directors, extended the festival to a full week incorporating programs such as A TASTE OF ASIA, EUROPA EUROPA, HIP HOP FOR THE MASSES, as well as A MOMENT OF SILENCE PLEASE, a film program for the Deaf. The concept for a FILM FESTIVAL VILLAGE was also realized making all the venues and hotel within walking distance of each other. Now as an international film festival,^[7] over 20 countries were represented through cinema in 2008.

In 2018, Jacksonville Film Festival returned in September 2018 after a six-year hiatus.

References

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- Soergel, Matt (October 9, 2011). "Jax Film Fest features deliver fresh, 'fun' feel" (<https://www.jacksonville.com/entertainment/movies/2011-10-09/story/jax-film-fest-features-deliver-fresh-fun-feel>). *Florida Times-Union*. Jacksonville, Florida.
- "Bill Murray Honored at 2nd Annual Film Festival" (<https://www.wfmynews2.com/article/news/local/bill-murray-honored-at-2nd-annual-film-festival/83-402377390>). *WFMY*. May 16, 2004.
- Spears, Angela (May 13, 2004). "Lights! Camera! Downtown!.. a Film Fest hits the River City" (<http://www.wfmynews2.com/article/news/local/lights-camera-downtown-a-film-fest-hits-the-river-city/83-402375236>). *WFMY*.
- Rauch, Joe (April 24, 2006). "'Lonely Hearts' to play at film festival" (<https://www.bizjournals.com/jacksonville/stories/2006/04/24/daily4.html>). *Jacksonville Business Journal*.
- Szakonyi, Mark (May 16, 2008). "Film Festival opens with 'Crazy'" (<https://www.bizjournals.com/jacksonville/stories/2008/05/12/daily38.html>). *Jacksonville Business Journal*.

External links

- Official Website (<https://jacksonvillefilmfestival.com>)
- Festival Archive (<https://jacksonvillefilmfestival.com/festival-archive>)
- IMDB Festival Profile (<https://www.imdb.com/event/ev0001625/overview/>)

Retrieved from "https://en.wikipedia.org/w/index.php?title=Jacksonville_Film_Festival&oldid=991025181"

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12:47



Jared Rush >

Jun 21, 2017, 6:43 PM

Yesterday at 6:37 PM · 📷

10 More Days to get your submissions in. Comedy Shorts and/or comedy skits for **LOL JAX Film Festival** at **Sun-Ray Cinema**.

<https://www.facebook.com/LOLJAX/videos/305791533204915/>



LOL JAX Film Festival with Jennifer Weeks and 2 others at Sun-Ray Cinema.



Yesterday at 11:00 AM · 🌐

10 Days Left for the submission deadline. Friday, June 30th is the deadline to submit your comedy short films or skits to loljaxfest... [Continue Reading](#)



If your friend laughing at us?

Ha Ha...No Brother 😎🤔

I own the rights to JAX film Festival

His is called LOL Jax Film Festival as in Laugh Out Loud aka Comedy shorts only



Text Message



12:47

92071893 EXHIBIT 34

LTE



Jared Rush >

His is called LOL Jax Film Festival as in Laugh Out Loud aka..Comedy shorts only.

Mmmmmmm I so you are saying I can open a fast food called "LOL McDonalds" and be fine?

Possible but I am not a Lawyer...There are many festivals in the same city or state that have the same name and a word added...

We still meeting up tomorrow night?

Yes I think the boys will be there

Obviously you should speak with him if you have an issue with the name and build a bridge..

He should of did that before



Text Message



12:48

92071893 EXHIBIT 34

LTE



JR

Jared Rush >

He should of did that before

I have a meeting at 4pm and 6pm in Riverside...Where are we meeting?

So I get off at 9. We are meeting at BJS I think but let me see if we can change meeting slcloser to riverside

Ok..Just let me know and looking forward to meeting everyone and hugging it out 😊

Let me know if you are able to come here I will drive you home

I can do that, Brother

So let's say 915 or 930 at BJ's in town center I will let you know if it changes

Sounds good, Brother



Text Message



12:48

LTE



Jared Rush >

Jun 27, 2017, 4:45 PM

Did you talk to LOL Jax Film person?

Jun 27, 2017, 6:14 PM

Yesh

and....?

I am trying to get a meeting Friday 7/7/17. After 3pm. Waiting for them to let me know

Not a text convo but as I assumed..He did not realize until I told him and he felt bad 😞

Jun 28, 2017, 6:50 PM

Meeting
Friday: 7/7/2017
3.30pm
Location I will let you know.

Sounds aood. Brother



Text Message



2018 Jacksonville Film Festival

By **Mike White** - August 24, 2018

2018 Jacksonville Film Festival: It Starts Here

Festival Dates Announced

Aug. 23, 2018

Jacksonville, FL – Jacksonville Film Festival aims to rejuvenate the film industry by bringing back the excitement of film and showcasing the talents and imagination of filmmakers. The festival is an opportunity for filmmakers to showcase their work and be recognized for their cinematic achievements.

This Sept. 14-15, the Jacksonville community will get to experience the 2018 Jacksonville Film Festival at the Main Public Library.

In August, JFF hosted the screening of a psychological thriller “I Am Going To Kill Someone This Friday” to a sold-out crowd at the Jacksonville Main Public Library. September’s event marks the return of the Jacksonville Film Festival after six years of hibernation.

The Jacksonville Film Festival will announce more information next week.

To follow JFF visit: jacksonvillefilmfestival.com

WHAT: 2018 Jacksonville Film Festival

WHEN: Friday, September 14

Saturday, September 15

WHERE: Hicks Auditorium – Main Public Library, Downtown Jacksonville

facebook @jacksonvillefilmfestival

instagram @jacksonvillefilmfestival

twitter @jaxfilmfestival

Tim Driscoll
Film Program Director, Jacksonville Film Festival

jacksonvillefilmfestival.com

Niki Logoreci

Director, Jacksonville Film Festival

jacksonvillefilmfestival.com



JACKSONVILLE FILM FESTIVAL

Mike White

LOL JAX Film Festival - Part II



LOL JAX FILM FESTIVAL PREMIERS AUG 4 AT SUN-RAY CINEMA

👤 EU Jacksonville 🕒 June 20, 2018

📌 5 Points, Comedy, Community, Feature, Festivals, Movies, Networking, On Screen, Riverside, Special Showings

👁 1,704 Views



Jacksonville, FL — It all started with a question while sitting in the back row of the Sun-Ray Cinema in Five Points, July 2016. “Think we can create a comedy film festival?” Monique Madrid asked her husband, filmmaker Adam Madrid. He did not answer her right away but instead pondered the question overnight before responding: he was onboard for the new adventure. From there, LOL (Laugh Out Loud/Love Our Locals) JAX Film Festival was born. The co-creators quickly recruited local stand-up comedian Jenn Weeks to host the event. Local filmmakers submitted their short films before the June 30, 2017 deadline and then a committee made the final selection for screening at the festival.



Jenn Weeks

Multiple local sponsors joined the project to support the vision, including Kessler Creative, Buzz Media Group, Duane A. Sikes Productions, Performing Arts Link Up, Reel Insight Productions, and Tosha Holland Photography. The first year was a success with a sold-out venue at the local theatre where the vision began. An after-party immediately followed at Root Down bar next door on August 6, 2017. The audience voted and the winning film *Real Reality — Life Inside the Discomfort Zone* by Upside Down Creative Media was awarded the Audience Choice trophy and a \$100 cash prize. Even audience members won prizes from local entrepreneurs including Pratt Guys, Dami Expressions, Total Recall Events, Jason C. Hart from Watson Realty and many others.

The vision for LOL JAX was simple: Create a platform to showcase short films and talent by local community filmmakers, actors/actresses, and comedian. The genre comedy was chosen as a way to promote positivity to the community. "Love Our Locals" by "Laughing Out Loud" is the motto for the festival.



Monique Madrid, Duane A. Sikes, Adam Madrid

Approaching year two, the Madrids decided the festival needed to grow. They expanded this year's festival to two days, August 4 and 5, 2018. A 12 noon screening each day will be presented at Sun-Ray Cinema, 1028 Park Street, Jacksonville, Florida. Local comedians Christina Schriver and Forest Scott join Jenn Weeks for a short standup comedy routine before each film lineup. After the Saturday screening, a Filmmaker Mixer will be presented by Jax Film Bar at Root Down. A local band will perform, there will be a Q&A with filmmakers and awards nominations will be announced. On Sunday, at the same venue, comedian Kelley Moore will host an awards ceremony for winning films. Prizes for audience members will be awarded each day. The 2018 LOL Film Festival judging panel will feature Laura Blair (creator of Jax Film Bar Mondays), Mac McDonald (former producer of the 48 Hour Film Project, Jacksonville), and Marshall Malone (director of the 2017 LOL Film Festival winning film).

Tickets are now on sale for screenings on each day at 12 noon and are available at Sun-Ray Cinema at the ticket booth or online at www.sunraycinema.com.

Sun-Ray Cinema, 1028 Park St, Jacksonville

Jacksonville Public Library Main, 303 N Laura St, Jacksonville

Add destination

Leave now

OPTIONS

Send directions to your phone

via Riverside Ave

Fastest route now due to traffic conditions

7 min

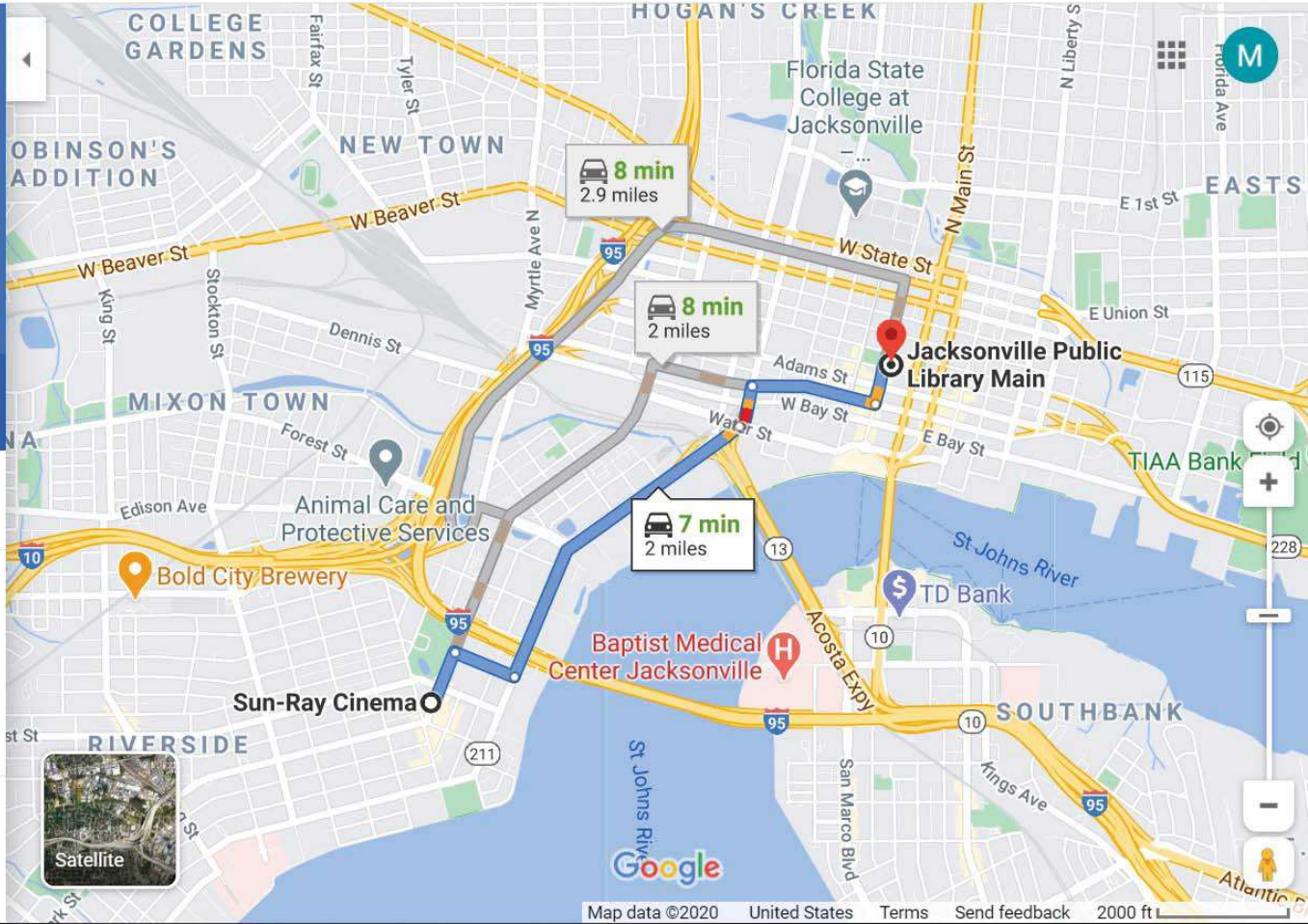
2.0 miles

DETAILS

via US-17 N

8 min

2.9 miles





2019 JACKSONVILLE FILM FESTIVAL

FIRST HOLLYWOOD

NOVEMBER 15-17, 2019

@

San Marco Theatre

1996 San Marco Blvd, Jacksonville, FL 32207

Jacksonville Film Festival is an annual international film festival that showcases American and International independent films.



EVENTS

VISIT

EXPLORE

EDUCATE

JOIN & SUPPORT

CALENDAR & EVENTS

ABOUT

CAREERS

LOL JAX Film Festival

Home > LOL JAX Film Festival

« All Events

This event has passed.

LOL JAX Film Festival

Aug 01 @ 6:30 pm - 10:30 pm

\$15

SEE DAILY PROGRAMS

Events for week of December 28, 2020

« Previous

Next »

Mon 28th

MOSH Winter Discovery Camp 2020

Dec 28 @ 9:00 am - 3:00 pm

Tue 29th

MOSH Winter Discovery Camp 2020

Dec 29 @ 9:00 am - 3:00 pm

Wed 30th

MOSH Winter Discovery Camp

**DAY 1**

08.01.20 | 6:30 — 10:30 p.m.

DAY2

08.02.20 | 6:30 — 10:30 p.m.

Thu 31st

No Events Today

Fri 1st

No Events Today

Sat 2nd**Cosmic Concerts – Vinyl**January 2, 2021 @ 5:00 pm
- 6:00 pm**Cosmic Concerts – U2**January 2, 2021 @ 6:00 pm
- 7:00 pm**Sun 3rd****Cosmic Concerts – Dance of Light**January 3, 2021 @ 5:00 pm
- 6:00 pm

LOL JAX Film Festival is a two-day event showcasing local filmmaker talent right here in Jacksonville, FL! The meaning of LOL JAX is to “Love Our Locals” while “Laughing Out Loud”.

\$12 for Members | 15 for Non-Members

Suggested for ages 13 +

DAY 1 — 08.01.20

Select comedy short films from talented filmmakers will be screened in the Bryan-Gooding Planetarium. Local stand-up comedians will perform comedy skits alongside short films. The evening showcase will be hosted by local comedian Jenn Weeks. Guests will also have the chance to mix n’ mingle with local stars while enjoying a live band on the MOSH Rooftop!

Doors open at 6:30 p.m. Program begins at 7:30 p.m. Concessions and a cash bar will be available.

GET TICKETS**DAY 2 — 08.02.20**

Select comedy short films from talented filmmakers will be screened in the Bryan-Gooding Planetarium. Local stand-up comedians will perform comedy skits alongside short films. The evening showcase will be hosted by local comedian Jenn Weeks. The LOL JAX “Best Of” Award Ceremony will be on the MOSH Rooftop!

Doors open at 6:30 p.m. Program begins at 7:30 p.m. Concessions and a cash bar will be available.

GET TICKETS

*** PLEASE NOTE:** Upon visiting the Museum, you will see changes and new safety protocols. These changes and protocols are in line with guidelines and requirements set by government and public health agencies. These changes include but are not limited to:

- Please maintain social distancing of 6 feet
- All guests are required to wear masks when visiting the Museum. If you do not have a mask, you can purchase a single-use mask for \$1 at the Museum Front Desk

To find out more about the Museum's reopening policies, please visit our [Reopening Page](#).

Details		Venue	
Date:	Aug 01	MOSH	
Time:	6:30 pm - 10:30 pm	1025 Museum Circle Jacksonville, FL 32207	
Cost:	\$15	United States	
Event Categories:	Planetarium, Special Events		
		Phone:	(904) 396- MOSH

[« Reopening Programming](#)

[LOL JAX Film Festival »](#)

Upcoming Events

**TUE
29** **MOSH Winter
Discovery Camp
2020**

Dec 29 @ 9:00 am - 3:00 pm

**WED
30** **MOSH Winter
Discovery Camp**

Museum Hours

Thursday — Friday
10 a.m. — 5 p.m.

Saturday
10 a.m. — 6 p.m.

Sunday
12 — 5 p.m.

Museum Location

Museum of Science & History
1025 Museum Circle
Jacksonville, FL 32207

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2020

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Dec 30 @ 9:00 am - 3:00 pm

JAN 02 **Cosmic Concerts – Vinyl**

January 2, 2021 @ 5:00 pm - 6:00 pm

JAN 02 **Cosmic Concerts – U2**

January 2, 2021 @ 6:00 pm - 7:00 pm

[View More...](#)

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San Marco Theatre, 1996 San Marco Blvd
MOSH, 1025 Museum Cir, Jacksonville
Add destination

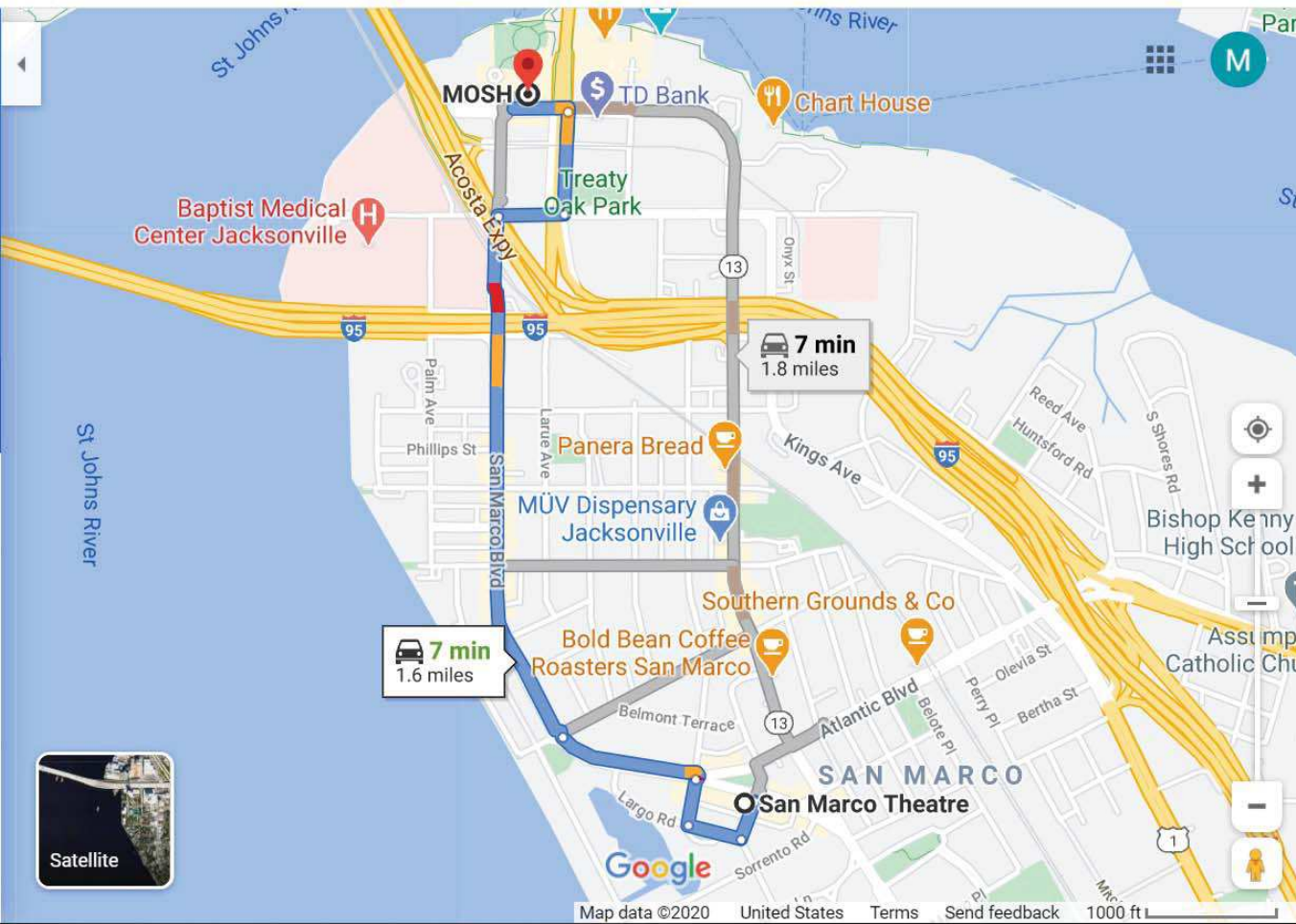
Leave now

OPTIONS













Send directions to your phone

via San Marco Blvd
Fastest route, lighter traffic than usual
7 min
1.6 miles
DETAILS

via Hendricks Ave
7 min
1.8 miles



+ Compose

-  Inbox 2
-  Starred
-  Snoozed
-  Sent
-  Drafts 3
-  [Gmail] Trash
-  2015
-  2016
-  2017
-  2018
-  2019
-  2020



1 of 3



31

Form Submission - New Form - Have you been replaced by the LOL Fest or is that something else?



2018/2018 Submission Inquiries ✕



Squarespace <no-reply@squarespace.info>
to me ▾

Sat, Jun 16, 2018, 2:14 AM



Name: John Leary

Email Address: John.leary@hbgusa.com

Subject: Have you been replaced by the LOL Fest or is that something else?

Message: Hi,

I thought JAX FF was starting up again for 2018. I received a notification for LOL a comedy fest. Are you going to one genre and will there be a screenplay portion as in years past?

Thank you,
John

(Sent via [Jacksonville Film Festival](#))

JFF000101

**Filing Receipt for Trademark/Service Mark Application for Registration
on the Principal Register
and Next Steps in the Application Process**

Thank you for submitting your trademark application to the U.S. Patent and Trademark Office (USPTO). This filing receipt confirms your mark and serial number, describes next steps in the application process, and includes the information submitted in your application. Please read this receipt carefully and keep a copy for your records.

For an overview of important things to know after filing your application, visit our website to read the [After You File](#) page and watch video number 9 "[After You File](#)."

1. Your mark. JACKSONVILLE FILM FESTIVAL (Standard Characters, mark.jpg)

The literal element of the mark consists of JACKSONVILLE FILM FESTIVAL. The mark consists of standard characters, without claim to any particular font style, size, or color.

2. Your serial number. Your application was assigned serial number '88316007'. You must refer to your serial number in all communications about your application.

3. What happens next—legal examination. Your mark will not be registered automatically. In approximately three months, your application will be assigned to a USPTO examining attorney for review. The attorney will determine if your application meets all applicable legal requirements, and if it doesn't you will be notified in an email with a link to the official Office action (official letter from the USPTO). Visit our website for an explanation of [application process timelines](#).

If your mark includes a design element, we will assign it one or more [design search codes](#). We will notify you of these codes within the next few weeks and you can suggest that we add or delete a design search code from your file.

4. Keep your addresses current in USPTO records. We do not extend filing deadlines if you do not receive USPTO mail or email. If your postal address or email address changes, you must update the correspondence or owner's address using the [address forms](#) on our website.

5. Check your application status in our database every three to four months. To be sure that you don't miss an important email from us, and to avoid the possible [abandonment](#) of your application, check your application status and review your documents in our database, [Trademark Status and Document Retrieval \(TSDR\)](#), every three to four months.

6. Warning about private companies offering trademark-related services. Private companies may send you communications that resemble official USPTO communications. These private companies are not associated with the USPTO. All official correspondence will be from the "United States Patent and Trademark Office" in Alexandria, Virginia, and from emails with the domain "uspto.gov." If you are unsure about whether the correspondence is from us, check your records in our database, [TSDR](#). Visit our website for more information on trademark-related [communications that may resemble official USPTO communications](#).

7. Questions? Please visit our [website](#), [email us](#), or call us at 1-800-786-9199 and select option 1.

8. Application data. If you find an error in the data below, visit the [After You File](#) page on our website for information on correcting errors.

The information submitted in the application appears below:

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PTO Form 1478 (Rev 09/2006)

OMB No. 0651-0009 (Exp 02/28/2021)

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

NOTE: Data fields with the * are mandatory. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.

The table below presents the data as entered.

Input Field	Entered
TEAS Plus	YES
MARK INFORMATION	
*MARK	mark.jpg
*STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	JACKSONVILLE FILM FESTIVAL
*MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size, or color.
APPLICANT INFORMATION	
*OWNER OF MARK	Jacksonville Film Events, Inc.
*STREET	2300 Marsh Point Road Suite 301
*CITY	Neptune Beach
*STATE (Required for U.S. applicants)	Florida
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	32266
PHONE	904-834-5699
LEGAL ENTITY INFORMATION	

*TYPE	CORPORATION
* STATE/COUNTRY OF INCORPORATION	Florida
GOODS AND/OR SERVICES AND BASIS INFORMATION	
*INTERNATIONAL CLASS	041
*IDENTIFICATION	Entertainment services, namely, planning and conducting a series of film festivals; Organizing international film festivals for cultural or entertainment purposes
*FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 05/15/2003
FIRST USE IN COMMERCE DATE	At least as early as 05/15/2003
SPECIMEN FILE NAME(S)	SPE0-67223221254-20190225 130716425841_._JFF_Spec.p df
SPECIMEN DESCRIPTION	Website screen shot with the mark featured in the upper left corner and a description of the services provided.
ADDITIONAL STATEMENTS SECTION	
*TRANSLATION (if applicable)	
*TRANSLITERATION (if applicable)	
*CLAIMED PRIOR REGISTRATION (if applicable)	
*CONSENT (NAME/LIKENESS) (if applicable)	
*CONCURRENT USE CLAIM (if applicable)	
SECTION 2(f) Claim of Acquired Distinctiveness, based on Five or More Years' Use	The mark has become distinctive of the goods/services through the applicant's substantially exclusive and continuous use of the mark in commerce that the U.S. Congress may lawfully regulate for at least the five years immediately before the date of this statement.
ATTORNEY INFORMATION	
NAME	Marilyn Young
FIRM NAME	Mark Young, PA
STREET	1638 Camden Ave
CITY	Jacksonville

92071893 - EXHIBIT 37

STATE	Florida
COUNTRY	United States
ZIP/POSTAL CODE	32207
PHONE	904-996-8234
FAX	(904)980-9234
EMAIL ADDRESS	myoungpa@comcast.net
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
OTHER APPOINTED ATTORNEY	Mark J. Young
CORRESPONDENCE INFORMATION	
*NAME	Marilyn Young
FIRM NAME	Mark Young, PA
*STREET	1638 Camden Ave
*CITY	Jacksonville
*STATE (Required for U.S. addresses)	Florida
*COUNTRY	United States
*ZIP/POSTAL CODE	32207
PHONE	904-996-8234
FAX	(904)980-9234
*EMAIL ADDRESS	myoungpa@comcast.net
*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
APPLICATION FILING OPTION	TEAS Plus
NUMBER OF CLASSES	1
APPLICATION FOR REGISTRATION PER CLASS	225
*TOTAL FEES DUE	225
*TOTAL FEES PAID	225
SIGNATURE INFORMATION	
* SIGNATURE	/Niki Logoreci/

92071893 - EXHIBIT 37

* SIGNATORY'S NAME	Niki Logoreci
* SIGNATORY'S POSITION	President
SIGNATORY'S PHONE NUMBER	904-834-5699
* DATE SIGNED	02/25/2019

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PTO Form 1478 (Rev 09/2006)

OMB No. 0651-0009 (Exp 02/28/2021)

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 88316007

Filing Date: 02/26/2019

To the Commissioner for Trademarks:

The applicant, Jacksonville Film Events, Inc., a corporation of Florida, having an address of
2300 Marsh Point Road Suite 301
Neptune Beach, Florida 32266
United States
904-834-5699(phone)

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 041: Entertainment services, namely, planning and conducting a series of film festivals; Organizing international film festivals for cultural or entertainment purposes

Use in Commerce: The applicant is using the mark in commerce on or in connection with the identified goods/services. The applicant attaches, or will later submit, one specimen as a JPG/PDF image file showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, regardless of whether the mark itself is in the standard character format or is a stylized or design mark. The specimen image file may be in color, and the image must be in color if color is being claimed as a feature of the mark.

In International Class 041, the mark was first used by the applicant or the applicant's related company or licensee predecessor in interest at least as early as 05/15/2003, and first used in commerce at least as early as 05/15/2003, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) Website screen shot with the mark featured in the upper left corner and a description of the services provided..

Specimen-1 [SPE0-67223221254-20190225130716425841_._JFF_Spec.pdf]

SECTION 2(f) Claim of Acquired Distinctiveness, based on Five or More Years' Use

The mark has become distinctive of the goods/services through the applicant's substantially exclusive and continuous use of the mark in commerce that the U.S. Congress may lawfully regulate for at least the five years immediately before the date of this statement.

The applicant's current Attorney Information:

Marilyn Young and Mark J. Young of Mark Young, PA 1638 Camden Ave
Jacksonville, Florida 32207
United States
904-996-8234(phone)
(904)980-9234(fax)
myoungpa@comcast.net (authorized)

The applicant's current Correspondence Information:

Marilyn Young
Mark Young, PA
1638 Camden Ave
Jacksonville, Florida 32207
904-996-8234(phone)
(904)980-9234(fax)
myoungpa@comcast.net (authorized)

E-mail Authorization: I authorize the USPTO to send e-mail correspondence concerning the application to the applicant or the applicant's attorney, or the applicant's domestic representative at the e-mail address provided in this application. I understand that a valid e-mail address must be maintained and that the applicant or the applicant's attorney must file the relevant subsequent application-related submissions via the Trademark Electronic Application System (TEAS). Failure to do so will result in the loss of TEAS Plus status and a requirement to submit an additional processing fee of \$125 per international class of goods/services.

A fee payment in the amount of \$225 has been submitted with the application, representing payment for 1 class(es).

Declaration

☒ **Basis:**

If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
- The mark is in use in commerce on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

AND/OR

If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):

- The signatory believes that the applicant is entitled to use the mark in commerce;
 - The applicant has a bona fide intention to use the mark in commerce on or in connection with the goods/services in the application; and
 - To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.
- ☒ To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.
- ☒ To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
- ☒ The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /Niki Logoreci/ Date: 02/25/2019

Signatory's Name: Niki Logoreci

Signatory's Position: President

Signatory's Phone Number: 904-834-5699

Thank you,

The TEAS support team

Tue Feb 26 09:40:46 EST 2019

STAMP: USPTO/FTK-67.223.221.254-20190226094046351095-88316007-

6202388bdedecb43827eef0bfef50adfb25bdedf070ed6f68557e6edd444341a9bd-CC-26343-

20190225141052058404

To: Jacksonville Film Events, Inc. (myoungpa@comcast.net)

Subject: U.S. TRADEMARK APPLICATION NO. 88316007 - JACKSONVILLE FILM FESTIVAL - N/A

Sent: 5/10/2019 10:28:12 AM

Sent As: ECOM128@USPTO.GOV

Attachments: [Attachment - 1](#)
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[Attachment - 3](#)
[Attachment - 4](#)
[Attachment - 5](#)
[Attachment - 6](#)
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[Attachment - 43](#)

92071893 EXHIBIT 38

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION
SERIAL NO. 88316007

MARK:
JACKSONVILLE FILM
FESTIVAL

88316007

CORRESPONDENT
ADDRESS:
MARILYN YOUNG
MARK YOUNG, PA
1638 CAMDEN AVE
JACKSONVILLE,
FL 32207

**CLICK HERE TO RESPOND TO THIS
LETTER:**
http://www.uspto.gov/trademarks/teas/response_forms.jsp

[VIEW YOUR APPLICATION FILE](#)

APPLICANT:
Jacksonville Film Events,
Inc.

**CORRESPONDENT'S
REFERENCE/DOCKET
NO:**

N/A

**CORRESPONDENT E-
MAIL ADDRESS:**

myoungpa@comcast.net

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW. A RESPONSE TRANSMITTED THROUGH THE TRADEMARK ELECTRONIC APPLICATION SYSTEM (TEAS) MUST BE RECEIVED BEFORE MIDNIGHT **EASTERN TIME** OF THE LAST DAY OF THE RESPONSE PERIOD.

ISSUE/MAILING DATE: 5/10/2019

INTRODUCTION

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

SUMMARY OF ISSUES

- REFUSAL – SECTION 2(d) – LIKELIHOOD OF CONFUSION
- REQUIREMENT – DISCLAIM GENERIC MATTER

REFUSAL – SECTION 2(d) – LIKELIHOOD OF CONFUSION

Registration of the applied-for mark is refused because of a likelihood of confusion with the mark in U.S. Registration 5442652 (“LOL JAX FILM FESTIVAL” for “Organizing film, music, and stand up comedy festivals for cultural or entertainment purposes”). Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the attached registration.

Trademark Act Section 2(d) bars registration of an applied-for mark that is so similar to a registered mark that it is likely consumers would be confused, mistaken, or deceived as to the commercial source of the goods and/or services of the parties. *See* 15 U.S.C. §1052(d). Likelihood of confusion is determined on a case-by-case basis by applying the factors set forth in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361,

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177 USPQ 563, 567 (C.C.P.A. 1973) (called the “*du Pont* factors”). *In re i.am.symbolic, llc*, 866 F.3d 1315, 1322, 123 USPQ2d 1744, 1747 (Fed. Cir. 2017). Only those factors that are “relevant and of record” need be considered. *M2 Software, Inc. v. M2 Commc’ns, Inc.*, 450 F.3d 1378, 1382, 78 USPQ2d 1944, 1947 (Fed. Cir. 2006) (citing *Shen Mfg. Co. v. Ritz Hotel Ltd.*, 393 F.3d 1238, 1241, 73 USPQ2d 1350, 1353 (Fed. Cir. 2004)); *see In re Inn at St. John’s, LLC*, 126 USPQ2d 1742, 1744 (TTAB 2018).

Although not all *du Pont* factors may be relevant, there are generally two key considerations in any likelihood of confusion analysis: (1) the similarities between the compared marks and (2) the relatedness of the compared goods and/or services. *See In re i.am.symbolic, llc*, 866 F.3d at 1322, 123 USPQ2d at 1747 (quoting *Herbko Int’l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1164-65, 64 USPQ2d 1375, 1380 (Fed. Cir. 2002)); *Federated Foods, Inc. v. Fort Howard Paper Co.*, 544 F.2d 1098, 1103, 192 USPQ 24, 29 (C.C.P.A. 1976) (“The fundamental inquiry mandated by [Section] 2(d) goes to the cumulative effect of differences in the essential characteristics of the goods [or services] and differences in the marks.”); TMEP §1207.01.

Comparison of the Marks

Applicant’s applied-for mark is “JACKSONVILLE FILM FESTIVAL” in standard character form. The mark in U.S. Registration No. 5442652 is “LOL JAX FILM FESTIVAL” in stylized writing with a design form.

Marks are compared in their entireties for similarities in appearance, sound, connotation, and commercial impression. *Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1321, 110 USPQ2d 1157, 1160 (Fed. Cir. 2014) (quoting *Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondée En 1772*, 396 F.3d 1369, 1371, 73 USPQ2d 1689, 1691 (Fed. Cir. 2005)); TMEP §1207.01(b)-(b)(v). “Similarity in any one of these elements may be sufficient to find the marks confusingly similar.” *In re Inn at St. John’s, LLC*, 126 USPQ2d 1742, 1746 (TTAB 2018) (citing *In re Davia*, 110 USPQ2d 1810, 1812 (TTAB 2014)); TMEP §1207.01(b).

The registered mark contains design elements. For a composite mark containing both words and a design, the word portion may be more likely to be impressed upon a purchaser’s memory and to be used when requesting the goods and/or services. *Joel Gott Wines, LLC v. Rehoboth Von Gott, Inc.*, 107 USPQ2d 1424, 1431 (TTAB 2013) (citing *In re Dakin’s Miniatures, Inc.*, 59 USPQ2d 1593, 1596 (TTAB 1999)); TMEP §1207.01(c)(ii); *see In re Viterro Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908, 1911 (Fed. Cir. 2012) (citing *CBS Inc. v. Morrow*, 708 F.2d 1579, 1581-82, 218 USPQ 198, 200 (Fed. Cir. 1983)). Thus, although such marks must be compared in their entireties, the word portion is accorded greater weight in determining whether marks are confusingly similar, even where the word portion has been disclaimed. *In re Viterro Inc.*, 671 F.3d at 1366, 101 USPQ2d at 1911 (Fed. Cir. 2012) (citing *Giant Food, Inc. v. Nation’s Foodservice, Inc.*, 710 F.2d 1565, 1570-71, 218 USPQ2d 390, 395 (Fed. Cir. 1983)). In this case, the wording in the registered mark is the more important feature of the mark. The registered mark would not be further distinguished by the additional design components since a consumer would reference the registered mark by the written word portion.

The wording “JACKSONVILLE” in the applied-for mark and the wording “JAX” in U.S. Registration No. 5442652 have the same overall meaning. The applicant’s application and own website reveal that the wording “JACKSONVILLE” refers to “Jacksonville, Florida.” The attached evidence from “Visit Jacksonville” shows that the wording “JAX” refers to “Jacksonville, Florida.” Likewise, the attached evidence from “The Free Dictionary” and “Acronym Finder” reveals that the wording “JAX” is a common acronym used to define the Amtrak station code for Jacksonville, Florida, as well as Jacksonville International Airport which is in Jacksonville, Florida.

Consumer confusion has been held likely for marks that do not physically sound or look alike but that convey the same idea, stimulate the same mental reaction, or may have the same overall meaning. *Proctor & Gamble Co. v. Conway*, 419 F.2d 1332, 1336, 164 USPQ 301, 304 (C.C.P.A. 1970) (holding MISTER STAIN likely to be confused with MR. CLEAN on competing cleaning products); *see In re M. Serman & Co.*, 223 USPQ 52, 53 (TTAB 1984) (holding CITY WOMAN for ladies’ blouses likely to be confused with CITY GIRL for a variety of female clothing); *H. Sichel Sohne, GmbH v. John Gross & Co.*, 204 USPQ 257, 260-61 (TTAB 1979) (holding BLUE NUN for wines likely to be confused with BLUE CHAPEL for the same goods); *Ralston Purina Co. v. Old Ranchers Canning Co.*, 199 USPQ 125, 128 (TTAB 1978) (holding TUNA O’ THE FARM for canned chicken likely to be confused with CHICKEN OF THE SEA for canned tuna); *Downtowner Corp. v. Uptowner Inns, Inc.*, 178 USPQ 105, 109 (TTAB 1973) (holding UPTOWNER for motor inn and restaurant services likely to be confused with DOWNTOWNER for the same services); TMEP §1207.01(b).

Further, the registered mark and the applied-for mark both share the wording “FILM FESTIVAL”. Marks may be confusingly similar in appearance where similar terms or phrases or similar parts of terms or phrases appear in the compared marks and create a similar overall commercial impression. *See Crocker Nat’l Bank v. Canadian Imperial Bank of Commerce*, 228 USPQ 689, 690-91 (TTAB 1986), *aff’d sub nom. Canadian Imperial Bank of Commerce v. Wells Fargo Bank, Nat’l Ass’n*, 811 F.2d 1490, 1495, 1 USPQ2d 1813, 1817 (Fed. Cir. 1987) (finding COMMCASH and COMMUNICASH confusingly similar); *In re Corning Glass Works*, 229 USPQ 65, 66 (TTAB 1985) (finding CONFIRM and CONFIRMCELLS confusingly similar); *In re Pellerin Milnor Corp.*, 221 USPQ 558, 560 (TTAB 1983) (finding MILTRON and MILLTRONICS confusingly similar); TMEP §1207.01(b)(ii)-(iii). To that end, the registered marks and the applied-for mark have the same connotation and overall commercial impression.

As such, viewed as a whole, applicant’s mark is substantially similar in sound, connotation and commercial impression to the registered mark.

Comparison of the Services

Applicant's services are "Entertainment services, namely, planning and conducting a series of film festivals; Organizing international film festivals for cultural or entertainment purposes". The services in U.S. Registration No. 5442652 include "Organizing film, music, and stand up comedy festivals for cultural or entertainment purposes". These services are related because the registered mark's services encompasses the applied-for mark's services. Moreover, the same entities often plan, organize, and conduct a series of film festivals.

In this case, U.S. Reg. No. 5442652 ("LOL JAX FILM FESTIVAL") uses broad wording to describe " Organizing film, music, and stand up comedy festivals for cultural or entertainment purposes" which presumably encompasses all services of the type described, including applicant's more narrow "Organizing international film festivals for cultural or entertainment purposes." See, e.g., *In re Solid State Design Inc.*, 125 USPQ2d 1409, 1412-15 (TTAB 2018); *Sw. Mgmt., Inc. v. Ocinomled, Ltd.*, 115 USPQ2d 1007, 1025 (TTAB 2015). Thus, applicant's and registrant's services are legally identical. See, e.g., *In re i.am.symbolic, llc*, 127 USPQ2d 1627, 1629 (TTAB 2018) (citing *Tuxedo Monopoly, Inc. v. Gen. Mills Fun Grp., Inc.*, 648 F.2d 1335, 1336, 209 USPQ 986, 988 (C.C.P.A. 1981); *Inter IKEA Sys. B.V. v. Akea, LLC*, 110 USPQ2d 1734, 1745 (TTAB 2014); *Baseball Am. Inc. v. Powerplay Sports Ltd.*, 71 USPQ2d 1844, 1847 n.9 (TTAB 2004)).

Determining likelihood of confusion is based on the description of the goods and/or services stated in the application and registration at issue, not on extrinsic evidence of actual use. See *In re Detroit Athletic Co.*, 903 F.3d 1297, 1307, 128 USPQ2d 1047, 1052 (Fed. Cir. 2018) (citing *In re i.am.symbolic, llc*, 866 F.3d 1315, 1325, 123 USPQ2d 1744, 1749 (Fed. Cir. 2017)).

The compared goods and/or services need not be identical or even competitive to find a likelihood of confusion. See *On-line Careline Inc. v. Am. Online Inc.*, 229 F.3d 1080, 1086, 56 USPQ2d 1471, 1475 (Fed. Cir. 2000); *Recot, Inc. v. Becton*, 214 F.3d 1322, 1329, 54 USPQ2d 1894, 1898 (Fed. Cir. 2000); TMEP §1207.01(a)(i). They need only be "related in some manner and/or if the circumstances surrounding their marketing are such that they could give rise to the mistaken belief that [the goods and/or services] emanate from the same source." *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369, 101 USPQ2d 1713, 1722 (Fed. Cir. 2012) (quoting *7-Eleven Inc. v. Wechsler*, 83 USPQ2d 1715, 1724 (TTAB 2007)); TMEP §1207.01(a)(i).

With respect to applicant's remaining services, the attached evidence relating to "The Sundance Film Festival" conducted by "Sundance Institute", "The New York Film Festival" conducted by "Film at Lincoln Center", and "The Chicago International Film Festival" conducted by "Cinema/Chicago" shows that the same entity commonly plans, conducts, and organizes yearly film festivals for cultural or entertainment purposes. This establishes that the same entity commonly provides the relevant services and markets the services under the same mark and that applicant's "planning and conducting a series of film festivals" and registrant's "Organizing film, music, and stand up comedy festivals for cultural or entertainment purposes" are similar in terms of purpose or function. Therefore, applicant's and registrant's services are considered related for likelihood of confusion purposes. See, e.g., *In re Davey Prods. Pty Ltd.*, 92 USPQ2d 1198, 1202-04 (TTAB 2009); *In re Toshiba Med. Sys. Corp.*, 91 USPQ2d 1266, 1268-69, 1271-72 (TTAB 2009).

Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

REQUIREMENT – DISCLAIM GENERIC MATTER

Applicant must provide a disclaimer of the unregistrable part(s) of the applied-for mark even though the mark as a whole appears to be registrable. See 15 U.S.C. §1056(a); *In re Am. Inst. of Certified Pub. Accountants*, 65 USPQ2d 1972, 1981-85 (TTAB 2003); TMEP §§1213, 1213.03(a). A disclaimer of an unregistrable part of a mark will not affect the mark's appearance. See *Schwarzkopf v. John H. Breck, Inc.*, 340 F.2d 978, 979-80, 144 USPQ 433, 433 (C.C.P.A. 1965).

In this case, applicant must disclaim the wording "FILM FESTIVAL" because it is not inherently distinctive. This unregistrable term is generic for applicant's goods and/or services and is thus an unregistrable component of the mark. See 15 U.S.C. §1052(e)(1); *In re Am. Inst. of Certified Pub. Accountants*, 65 USPQ2d 1972, 1981-85 (TTAB 2003); TMEP §§1212.02(e), 1213.03(b).

"A mark is generic if its primary significance to the relevant public is the class or category of goods or services on or in connection with which it is used." TMEP §1209.01(c)(i) (citing *H. Marvin Ginn Corp. v. Int'l Ass'n of Fire Chiefs, Inc.*, 782 F.2d 987, 989-90, 228 USPQ 528, 530 (Fed. Cir. 1986); *In re ActiveVideo Networks, Inc.*, 111 USPQ2d 1581, 1600 (TTAB 2014)). Determining whether a mark is generic requires a two-step inquiry:

- (1) What is the genus of goods and/or services at issue?
- (2) Does the relevant public understand the designation primarily to refer to that genus of goods and/or services?

H. Marvin Ginn Corp. v. Int'l Ass'n of Fire Chiefs, Inc., 782 F.2d at 989-90, 228 USPQ at 530; *In re Meridian Rack & Pinion*, 114 USPQ2d 1462, 1463 (TTAB 2015); TMEP §1209.01(c)(i).

Regarding the first part of the inquiry, the genus of goods and/or services is often defined by an applicant's identification of goods and/or services. *In re Meridian Rack & Pinion*, 114 USPQ2d at 1463.

In this case, the application identifies the goods and/or services as "planning and conducting a series of film festivals; organizing international film festivals for cultural or entertainment purposes", which adequately defines the genus at issue.

Regarding the second part of the inquiry, the relevant public is the purchasing or consuming public for the identified goods and/or services. *Sheetz of Del., Inc. v. Doctor's Assocs. Inc.*, 108 USPQ2d 1341, 1351 (TTAB 2013). In this case, the relevant public comprises ordinary consumers who purchase applicant's services, because there are no restrictions or limitations to the channels of trade or classes of consumers. The attached evidence from "Wikipedia" shows that the wording "FILM FESTIVAL" in the applied-for mark means "an organized, extended presentation of films in one or more cinemas or screening venues, usually in a single city or region" and thus the relevant public would understand this designation to refer primarily to the genus of services because applicant's services are "planning and conducting a series of film festivals; organizing international film festivals for cultural or entertainment purposes".

Applicant may submit a disclaimer in the following format:

No claim is made to the exclusive right to use "FILM FESTIVAL" apart from the mark as shown.

TMEP §1213.08(a)(i).

For an overview of disclaimers and instructions on how to satisfy this issue using the Trademark Electronic Application System (TEAS), see the [Disclaimer webpage](#).

CONCLUSION

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal(s) and/or requirement(s) in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant's rights. *See* TMEP §§705.02, 709.06.

TEAS PLUS OR TEAS REDUCED FEE (TEAS RF) APPLICANTS – TO MAINTAIN LOWER FEE, ADDITIONAL REQUIREMENTS MUST BE MET, INCLUDING SUBMITTING DOCUMENTS ONLINE: Applicants who filed their application online using the lower-fee TEAS Plus or TEAS RF application form must (1) file certain documents online using TEAS, including responses to Office actions (see TMEP §§819.02(b), 820.02(b) for a complete list of these documents); (2) maintain a valid e-mail correspondence address; and (3) agree to receive correspondence from the USPTO by e-mail throughout the prosecution of the application. *See* 37 C.F.R. §§2.22(b), 2.23(b); TMEP §§819, 820. TEAS Plus or TEAS RF applicants who do not meet these requirements must submit an additional processing fee of \$125 per class of goods and/or services. 37 C.F.R. §§2.6(a)(1)(v), 2.22(c), 2.23(c); TMEP §§819.04, 820.04. However, in certain situations, TEAS Plus or TEAS RF applicants may respond to an Office action by authorizing an examiner's amendment by telephone or e-mail without incurring this additional fee.

/Xu, Elaine/
 Trademark Examining Attorney
 Law Office 128
 (571) 270-5297
 elaine.xu@uspto.gov

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/mailling date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. **E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.**

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an

12:37

92071893 - EXHIBIT 39



Adam Madrid >

Tue, May 14, 12:16 PM

Hey brother.

Just wanted to get you my trademark lawyers information. Thank you. See you Thursday at the showcasing of the films. (Or Monday if you going to next film bar)

Marilyn Young
(904)996-8234

Mon, Jun 3, 9:05 AM

Hey Adam,
Please don't forget to talk to your lawyer so we can figure out the trademark situation. I hope we can figure this out and work together on this. Thank you.

Will do.

Sat, Jun 15, 6:33 PM



iMessage



12:38

92071893 - EXHIBIT 39



AM

Adam Madrid >

Will do.

Sat, Jun 15, 6:33 PM

Hey man, been crazy busy.
Getting in touch with my
Attorney and will get back to
you.

All right cool dude.
if you want to meet up and talk
i will be back to Jax Saturday.

Thu, Jun 20, 6:09 PM

I'm on the go right now, staying
busy. We'll see what we can
work out. Saturday, I'll be with
family. Got to make time for
them out of this craziness.

Thu, Jun 20, 7:48 PM

I totally understand brother,
family is important. Hope you
have a great time with them.
Just wanted to let you know
that I have a deadline to give an



iMessage



12:38



AM

Adam Madrid >

Attorney and will get back to you.

All right cool dude.
if you want to meet up and talk
i will be back to Jax Saturday.

Thu, Jun 20, 6:09 PM

I'm on the go right now, staying busy. We'll see what we can work out. Saturday, I'll be with family. Got to make time for them out of this craziness.

Thu, Jun 20, 7:48 PM

I totally understand brother, family is important. Hope you have a great time with them. Just wanted to let you know that I have a deadline to give an answer to USPTO by. I know we have spoken about this a little over a month ago, please let me know by June 28, 2019. Thanks.

Delivered



iMessage





'Jax' Nickname At Heart Of Trademark Dispute Between Film Festivals

By [CYD HOSKINSON \(/PEOPLE/CYD-HOSKINSON\)](#) • NOV 20, 2019



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[Email \(mailto:?](mailto:)

[subject=%27Jax%27%20Nickname%20At%20Heart%20Of%20Trademark%20Dispute%20Between%20Film%20Festivals&body=https](https%3A%2F%2Ftinyurl.com%2Frvn5tgj&text=%27Jax%27%20Nickname%20At%20Heart%20Of%20Trademark%20Dispute%20Between%20Film%20Festivals&body=https)



([//news.wjct.org/sites/wjct/files/styles/x_large/public/201911/IMG_6832enhanced.jpg](https://news.wjct.org/sites/wjct/files/styles/x_large/public/201911/IMG_6832enhanced.jpg))

Screenings for the 2019 Jacksonville Film Festival were held at the San Marco Theatre.

JESSICA PALOMBO / WJCT NEWS



Listen

2:28

Listen to the story airing on WJCT 89.9 FM

Can a single entity own the term “Jax” as a nickname for Jacksonville?

That’s a question at the heart of a trademark dispute that’s simmering behind the scenes of two local film festivals.

The Jacksonville Film Festival (<https://jacksonvillefilmfestival.com/>), which wrapped up this year’s edition last weekend, has been around since about 2002, except for a six-year hiatus. It bills itself as a showcase for American and International independent films.

The LOL JAX Film Festival (<https://www.facebook.com/LOLJAX/>) is just 3-years-old. Co-creator Adam Madrid said it focuses on local filmmakers, actors, comedians and musicians.

“We’re about loving our locals by laughing out loud.”

LOL JAX Film Festival is a federally registered trademark, while Jacksonville Film Festival is not. And that’s why, Madrid said, Jacksonville Film Festival President Niki Logoreci has come after him.

“He didn’t get approved for a trademark for Jacksonville Film Festival and is saying that the reason why is because LOL JAX Film Festival is too similar. And he was saying that, basically, he wanted LOL JAX to change its name so there’s no confusion.”

Madrid said Logoreci wants him to drop the word “Jax” from his festival.

Now, there are lawyers involved.

St. Augustine patent-and-trademark attorney Jamin Rubenstein, who is not part of the case, said a trademark grants the holder exclusive rights to use specific combinations of words and logos connected to a product or service.

The more distinctive they are, the more likely they are to get registered.

Which could explain why Jacksonville Film Festival remains un-trademarked.

“The basic rule is that if something’s a geographic indicator, like a city name, or something that the public would associate with a particular geographic place—or a term is merely descriptive of the good or service, the government’s not going to grant an exclusive right to use those kind of terms,” said Rubenstein.

The Jacksonville Film Festival could apply for a supplemental registry which would basically prevent another Jacksonville Film Festival from rolling into town.

But, it appears they’re going for all the marbles. According to Rubenstein, the Jacksonville Film Festival has filed a petition asking the U.S. Trademark Office to cancel LOL JAX Film Festival’s trademark.

Logoreci and his lawyer declined to comment for this story.

Rubenstein also made this point: Although “LOL JAX” is a trademark, the term “JAX” on its own is basically a geographic descriptor that can’t be made exclusive to one owner.

Contact reporter Cyd Hoskinson at choskinson@wjct.org (mailto:choskinson@wjct.org), 904-358-6351 and on Twitter at @cydwjctnews (<https://twitter.com/cydwjctnews>).

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