

Renewal must be received by the
renewal date to remain active.

Registration Number:
22511



Corporation Division
Business Registry
255 Capitol Street NE Ste 151
Salem, OR 97310-1327
Phone: (503) 986-2200
Fax: (503) 378-4381

FILED
MAY 05 2023

OREGON

SECRETARY OF STATE

TRADE AND SERVICE MARK APPLICATION FOR RENEWAL
PLEASE TYPE OR PRINT LEGIBLY IN BLACK INK

1. Correspondent's Mailing Address:

KOLEY JESSEN P.C., L.L.O.
1125 S 103RD STREET SUITE 800

OMAHA NE 68124

2. Applicant's (owner) business address:

SOUTHERNCARLSON, INC.
F/K/A CARLSON SYSTEMS HOLDINGS, INC.
10840 HARNEY STREET

OMAHA NE 68154

Renewal must be received by : 6/3/2023

Original file date : 6/3/1988

Trade or Service Mark:

ADVERTISING TAG LINE TRADEMARK "THE CONTRACTOR'S CHOICE"

3. Attach a separate page with a drawing or photocopy of the mark as it is actually used. Any change in the mark requires a new registration.

The mark is still in use in Oregon. To renew the trademark, complete this section.

4. Class number(s) of Goods or Services:

Complete only if changing class numbers. (See reverse for class list)

To see the filings associated with this trademark go to: <http://sos.oregon.gov/business/Pages/trademarks.aspx>

5. Applicant declares under penalties of perjury that this application is true, correct, and complete

Rob Waterman

Signature

5/2/2023

Date

6. Person to contact about this registration:

Rob Waterman

Name

05/02/23

Daytime Phone Number

NEXT RENEWAL DUE DATE: The registration is effective for five years from the renewal due date above.

Make checks payable to the Corporation Division. Submit the form and fee to: Corporation Division, Business Registry, 255 Capitol St NE Ste 151, Salem, OR 97310-1327

Fees may be paid with a major credit card.

The card number and expiration date should be submitted on a separate sheet for your protection.



22511



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About Us

Built on a foundation of service and commitment to the customer, at SouthernCarlson, **Our Promise Means More.™**

We're a team of problem solvers with one purpose, to make your business run better. Fast distribution with same-day and next-day delivery of the most recognized brands of construction, packaging, manufacturing and facility maintenance tools and supplies in the industry. With the broadest selection of high-quality products from the leading suppliers in the industry plus tool repair services to keep your business running, we provide expertise in both the products we offer and the solutions we propose.

Positioned to serve your needs with over 150 locations nationwide, all supported by our network of expert service and repair technicians. SouthernCarlson is **The Contractors Choice™** for professional-grade tools, fasteners, jobsite supplies and expert service.

History

1947

This success story had its humble beginning in Omaha, NE, when in 1947, Carl and Julia Carlson founded Carlson Stapler and Supply with nothing more than a \$350 cash investment, a used file cabinet, and their own enthusiasm. In the decades that followed, Carlson Systems added to its product line and expanded its territory throughout the Midwest, eventually adding southwestern locations as well.

2006

Mid-Atlantic Fasteners joined Carlson Systems in 2006. Sharing a similar beginning, Mid-Atlantic Fasteners was established out of a garage in Baltimore, MD just after World War II as a Duo-Fast distributor. Most of their early customers were upholstery shops, furniture manufacturers and millwork companies. Primarily serving the Mid-Atlantic region of the east coast, the business grew over the years and began selling competitive lines, which allowed them to expand into new markets with new customers.

2013

Another acquisition occurred in 2013 with the addition of Western Tool Supply. Founded in 1982 with its headquarters in Salem, OR, this addition established Carlson System's presence in the northwestern United States. The companies were a good fit because, like Carlson Systems, Western Tool Supply had a strong devotion to customer satisfaction through breadth of product, product expertise, and great order fulfillment, with the added benefit of tool and equipment repair service.

2014

In November 2014 Southern Fastening Systems was combined with Carlson Systems to create the nation's leading fastening and packaging distributor. Southern Fastening Systems began in 1985 as a department of McKinney Lumber Company to provide a more economical and dependable supply of nails, staples, and pneumatic tools. Southern Fastening was headquartered in Muscle Shoals, AL with distribution centers and service locations strategically placed in many major markets.

2015

Kentec joined the Carlson Systems / Southern Fastening Systems company in June 2015. Kentec began in 1951 as Better Packages, Inc. selling packaging and shipping room supplies. Since then Kentec has grown from a tiny "Mom and Pop" operation to become one of the largest specialty tool and fastener houses in the country. By 2014 dedicated Kentec associates served over 10,000 customers in six states.

Duo-Fast Carolinas joined the SouthernCarlson Company in October 2015. Duo-Fast Carolinas was established over 60 years ago and has continued to supply fasteners and pneumatic tools to the furniture and construction industries. As a market leader in the Carolinas and Virginia, Duo-Fast Carolinas ensured the success of their business by contributing to the success of their customers.

In October 2015 a new company name, **SouthernCarlson**, was launched to unite the combined companies under one brand creating the largest national distributor of fastening, packaging and construction supplies.

2017

Air King Fastening Systems joined the SouthernCarlson family in January 2017 expanding the organization's Minnesota footprint and service capabilities.

You're Shopping: **MUSCLE SHOALS DC**

River City Building Supply joined SouthernCarlson in March 2017 expanding SouthernCarlson's footprint into Northern California.

Nebraska based Tighton Tools joined the SouthernCarlson family in September 2017 adding locations in the Midwest and expanding its tool and tool repair parts product lines.

2018

Oklahoma based Koetter Construction Supply joined the SouthernCarlson family in September 2018 adding additional locations and service capabilities to SouthernCarlson's Midwest footprint.

Texas based Titan Supply joined the SouthernCarlson family in October 2018 strengthening SouthernCarlson's Texas footprint and expanding its multifamily construction supply and service capabilities.

Florida based Apex Tool & Fasteners joined the SouthernCarlson family in December 2018 adding new locations across Florida in the Fort Meyers, Orlando and Tampa markets.

2019

Ohio-based Gotham Staple Company joined the SouthernCarlson family in February 2019 expanding SouthernCarlson's footprint and service capabilities across the upper Midwest and further increasing its presence in Florida.

California-based Element Materials joined the SouthernCarlson family in April 2019 expanding its adding additional locations and service capabilities into Central California.

Our Promise Means More®

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