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01/13/2021	202101300500	SERVICE MARK REGISTRATION (SMO)	125.00	0.00	0.00	0.00

Receipt

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RENNER, KENNER, GREIVE, BOBAK, TAYLOR & WEBER
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AKRON, OH 44308

STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Frank LaRose
4598212

It is hereby certified that the Secretary of State of Ohio has custody of the business records for

CORE+FLEX

and, that said business records show the filing and recording of:

Document(s)

SERVICE MARK REGISTRATION

Effective Date: 01/13/2021

Document No(s):

202101300500

Class 35
Registrant's State of Inc.: OH
Date of First Use: 02/29/2020
Date of First Use in Ohio: 02/29/2020
Expiration Date: 01/13/2031

TRADESMEN INTERNATIONAL, LLC
9760 SHEPARD ROAD
MACEDONIA, OH 44056



United States of America
State of Ohio
Office of the Secretary of State

Witness my hand and the seal of the
Secretary of State at Columbus, Ohio this
13th day of January, A.D. 2021.

Ohio Secretary of State

Form 555 Prescribed by:



Toll Free: 877.767.3453

Central Ohio: 614.466.3910

OhioSoS.govbusiness@OhioSoS.govFile online or for more information: OhioBusinessCentral.gov**Mail this form to one of the following:**Regular Filing (non expedite)
P.O. Box 1329
Columbus, OH 43216Expedite Filing (Two business day processing time.
Requires an additional \$100.00)P.O. Box 1390
Columbus, OH 43216For screen readers, follow instructions located at [this path](#).

Trademark and Service Mark Application

Filing Fee \$125.00
(174-TSMO)
Form Must Be Typed

RECEIVED
JAN 13 2020
SECRETARY OF STATE

Name of Applicant

TRADESMEN INTERNATIONAL, LLC

If the applicant is a corporation, partnership, limited partnership or limited liability company, please provide the jurisdiction of formation.

Jurisdiction of Formation

Delaware

If the applicant is a partnership or limited partnership, please provide the names of all general partners:

Name(s)

Business address of applicant.

Mailing Address

9760 SHEPARD ROAD

City

MACEDONIA

State

Ohio

ZIP Code

44056

Describe the mark. The description you provide is the way the mark will be recorded on our database.

CORE+Flex

Describe mode or manner in which the mark is used on or in connection with the goods or services.

The mark is used in advertising, promoting, and providing the services

The class in which the goods or services fall (see list following form.) Class 35. Advertising and Business Services

Describe the goods or services used in connection with the mark.

professional staffing services for construction, marine operations, and industrial operations; consulting in the field of staffing and employment related services in the construction, marine, and manufacturing industries

The mark has been used in business by the applicant (or predecessor) since

02/29/2020

Date (MM/DD/YYYY)

and used in Ohio since

02/29/2020

Date (MM/DD/YYYY)

The applicant is the owner of the mark, the mark is in use, and to the knowledge of the person verifying the application, no other person has the right to use the mark in Ohio either in the identical form of the mark, or in near resemblance to the mark, as to be likely, when used on or in connection with the goods or services of another person, to cause confusion or mistake or to deceive.

To the knowledge of the person verifying the application, no other person has a registration or a pending intent to use application of the same or a confusingly similar mark in the United States Patent and Trademark office for the same or similar goods or services.

☐ Applicant is the owner **OR** ☒ Applicant is NOT the owner of a concurrent registration in the United States Patent and Trademark office of the applicant's mark covering an area including Ohio.

A specimen of the mark which shows the mark in use is attached to the application.

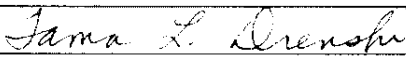
By signing and submitting this form to the Ohio Secretary of State, the undersigned hereby certifies that he or she has the requisite authority to execute this document.

Required

Must be signed by the applicant or an authorized representative of the applicant.

If authorized representative is an individual, then they must sign in the "signature" box and print their name in the "Print Name" box.

If authorized representative is a business entity, not an individual, then please print the business name in the "signature" box, an authorized representative of the business entity must sign in the "By" box and print their name in the "Print Name" box.



Signature

By (if applicable)

Tama L. Drenski, Authorized representative for Tradesmen International, LLC

Print Name

Signature

By (if applicable)

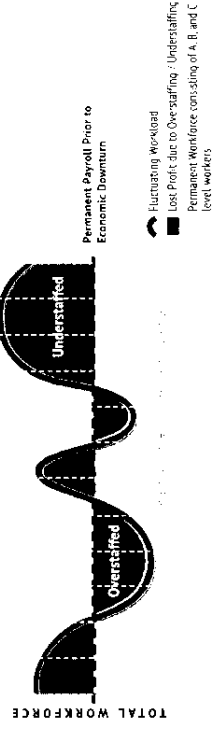
Print Name

As the crisis and economy remain unpredictable,
Contractors are now preparing for optimal profit growth by adopting a **CORE + Flex** staffing strategy.
Here's why you should, too.

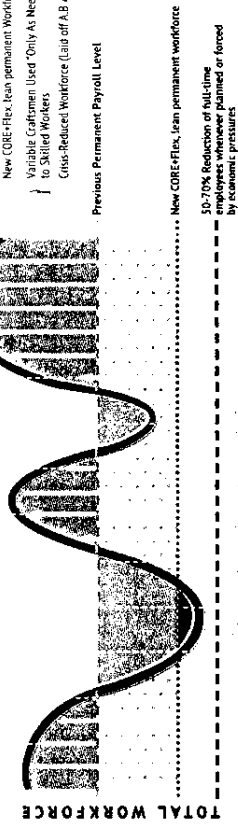
Current Crisis Situation

- The COVID-19 crisis has impacted construction businesses in many ways:
- a) Temporary shutdowns of many in-progress projects other than those classified as *Essential Business*
 - b) Complete construction stoppages in select states nationally
 - c) Indefinite cancellation of projects in backlogs, slated to start mid-late 2020
 - d) Mandated government restrictions on volume of workers allowed on open sites per social distancing guidelines
 - e) Few new projects to bid on, for short- or long-term
 - f) Forced layoffs of a substantial percentage of the skilled workforce

Previous Payroll Dilemma



Right-Sized Workforce with a CORE + Flex Strategy



Existing COVID-19 Challenges:

- Even as states cautiously open their economies, there remains widespread uncertainty around health and business. There's no reliable indication of when the construction sector will stabilize or ramp up to pre-crisis levels. This has contractors, large and small, asking:
- How should construction businesses, at this moment, prepare for when projects start to open?
 - Is there a plan that will control expenses while concurrently sustaining optimal workforce productivity?
 - When does 'I makes sense to bring back laid-off, full-time skilled workers?
 - How should firms phrase-in the full-time workforce with workloads fluctuating rapidly?
 - With less workers allowed on jobsites, how can contractors ensure only top tier craftsmen are on payroll?
 - Even as work trickles in, many employees are apprehensive, safety-wise, to return to work. Others are taking advantage of increased unemployment benefits. How can contractors find top craft talent to meet workload demand?

Today's Most Common Solution:

Implementation of a CORE + Flex Labor Strategy. Contractors nationally are activating the CORE + Flex strategy to protect their businesses. The strategy helped businesses optimize profit margin as soon as the 2009 Great Recession started rebounding. These are the steps they're taking today:

Step One: Leverage Data from Tradesmen's Labor Productivity Analysis – The analysis shows, in hard numbers, how COVID-19 reduced workforces have surprisingly positioned businesses for immediate and long-term profit growth. Analysis data enables contractors to accurately define their "Right-Sized" workforce. The reduced volume of CORE full time workers on payroll to meet crisis and post-crisis workload fluctuations.

Step Two: Evaluation of W2 Analysis Findings – This study, using a contractor's historical labor data, defines which specific employees should be brought back as part of the reduced, CORE full-time workforce. These are employees who averaged 10 months on payroll over the past 2-3 years. It is typically comprised of all tier one, A-player craftsmen and about fifty percent of tier two workers.

Step Three: Adopt a CORE + Flex Strategy – As work ramps up, contractors phase back in all top tier craftsmen and, at a more cautious pace, about 40% of tier two craft employees – the new reduced CORE workforce.

Step Four: Flex in and Out – As work increases beyond what the Core can handle, Supers, PM's and/or HR staff rely on Tradesmen to "Flex In" contract trades on an "Immediately as needed" basis – And this is key, for only as long as workload warrants it. As work diminishes, site management sends back Tradesmen employees.

Flex workers are also utilized for short-term, 1 week to 3 month projects, where it doesn't make financial sense to add on permanent payroll employee costs.

Critical - Planning and Partnership – Whether in production meetings or one-on-one project labor discussions with site managers, contractors understand, to have confidence in the CORE + Flex strategy, they must work closely with Tradesmen's Labor Management reps. Doing so ensures Tradesmen recruits have a 4-5 working day lead time which results in exceptional order accuracy and fill-rate percentages. For crisis orders or hard-to-find trades, Tradesmen's national recruiting power consistently results in higher fill-rates than any competitor.

Consistent Contractor Benefits:

- **Optimized Workforce Productivity** – Maintaining a reduced Core payroll and flexing in and out contract workers to match workload demand, results in a sustained balanced work-to-worker ratio. This will occur as the COVID-19 crisis winds down and for as long as the CORE + Flex labor strategy is in place.
 - **Substantially Reduced Labor-Related Costs** – Every time permanent payroll is added, back-office and other costs related to safety training, benefits and unemployment increase. In addition, for each full-time worker added, an expensive Workers' Comp premium is added, not to mention the risk of catastrophic claim-related expenditures that will also impact a company's EMR. Tradesmen International covers all payroll, benefits, safety training and Workers' Comp on their employees – this considerably minimizes their clients' overall labor costs.
 - **Heightened Workforce Quality and Government Mandate Compliance** – By only having the best skilled craftsmen on payroll, and supplementing them with Tradesmen's A-Player craftsmen, contractors are fully meeting quality and deadline expectations of their clients better than ever before, even with fewer workers in their workforce. This also allows contractors to stay in compliance with mandates allowing fewer workers on jobsites.
 - **Substantially Improved Project Profit Margins** – Contractors who adopt and stick with the CORE + Flex staffing philosophy regularly increase profit margins between 11 and 24%. Also, because they have a consistently higher-level overall workforce, they regularly earn early completion bonuses and an improved market reputation supporting business growth efforts.
- Let us prove how we can help you maintain a Right-Sized workforce with a CORE + Flex Strategy. We'll do so with a no-charge Labor Productivity and W2 Analysis that will prepare you for when the market fully rebounds.

Visit TradesmenInternational.com/standingready for one of nearly 200 locations nationally. Or, call 855.865.4525 for an operator who can transfer you directly to the local office nearest you.

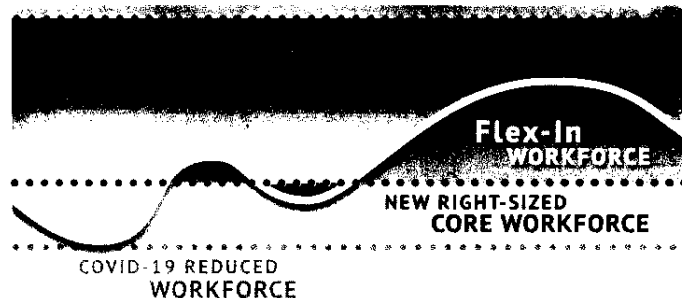
Learn exactly how partnering with Tradesmen maximizes workforce productivity.

BE SAFE

CORE+Flex® Construction Staffing Strategy

**Increase Workforce Productivity.
Reduce Costs with Flexible Staffing.**

Economic and health uncertainties are causing more frequent and severe construction workload fluctuations than ever before. Unless managed efficiently, the result is overstaffing and understaffing which wreaks havoc on productivity and profit margins. To combat this, contractors are adopting the proven CORE+Flex staffing strategy that gives flexibility to adjust their workforce to match workload on a "precisely-as-needed" basis. Tradesmen International can help implement the strategy, helping you to reduce fixed labor costs and complete projects more efficiently than ever before.



Variable Workload
New Right-Sized Workforce
Flex-In Workforce

CORE+Flex Staffing Model

- Identify your ideal CORE baseline level of permanent craft professionals – your safest, most reliable and skilled employees
- As workload exceeds what the CORE can handle, Flex in highly skilled contract trades for as long as workload warrants it
- Flexing in and out based on work capacity sustains a balanced "Work-to-Worker" ratio, optimizing workforce productivity and profit

Benefits of CORE+Flex Staffing

- A proven practice capitalized on by contractors since 2003
- Maximizes productivity and reduces unemployment, HR, payroll and benefits costs
- Reduces Workers' Comp risk and expenditures as Tradesmen covers our employees
- Increases profit margins that can be used for a core employee retention program, to add equipment, train employees, market your business, etc.

Why Tradesmen International

- Our *Construction Labor Management* representatives can customize and help implement a CORE+Flex program for your business
- We have more than 225 recruiters standing ready to fill your order, from 1 to hundreds of proven, safety-minded craft professionals – *precisely when and where you need them*
- Our "Field-Tested" craft database exceeds 450,000 and covers all trades at all skill levels
- Nearly 200 recruitment and operations facilities nationally enabling you to confidently bid on business in every city in all 50 states

*See, in 143 seconds, exactly
how CORE+Flex works*



Tradesmen International
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Macedonia, OH 44056
tradesmeninternational.com

