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**AMERICAN HOME FURNISHINGS HALL OF FAME FOUNDATION RECEIVES REGISTERED
TRADEMARK FOR NAME**

HIGH POINT, N.C., Nov. 22, 2017 — The American Home Furnishings Hall of Fame Foundation, Inc. announced that it has secured a registered trademark, which grants the organization exclusive rights when it comes to the use of its name.

“This is a momentous occasion for the Hall of Fame as this trademark provides nationwide notice of ownership of our name,” said Bob Maricich, Board president of the Hall of Fame. “The registered trademark symbol will grant our services a strong marketing cachet and show how serious we are about protecting our name.”

The benefits of acquiring a registered trademark include, but are not limited to, discouraging others from using confusingly similar marks or names by making them easy to find in a trademark availability search, thereby preventing problems before they even arise, as well as serving as evidence of the validity and exclusive ownership of the name or mark for the goods and services listed in the registration.

In the case of the Hall of Fame, the list of goods and services consist of providing recognition and incentives by the way of awards to demonstrate excellence in the fields of furniture and other home furnishings; arranging and conducting special events for documenting, showcasing and honoring persons who have contributed to the home furnishings industry; educational services, namely, conducting educational conferences and workshops in the field of home furnishings.

Founded in 1989, the American Home Furnishings Hall of Fame Foundation, Inc., is an international, industry-wide organization founded to preserve the home furnishings history and to celebrate exceptional individuals who have made extraordinary contributions to the U.S. home furnishings industry. Membership includes eligibility to nominate candidates for consideration by the Selection Committee, and the opportunity to help preserve the history and heritage of the industry. As a 501(c)3 nonprofit organization, 83 percent of all funds support our history and leadership programming. The organization is based in High Point, North Carolina, at 202 Neal Place, and can be reached at 336.882.5900.

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