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**American Home Furnishings Hall of Fame**

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**AMERICAN HOME FURNISHINGS HALL OF FAME® SECURES  
TRADEMARK REGISTRATION FOR ITS NAME**

**HIGH POINT, N.C., Feb. 27, 2024**— The American Home Furnishings Hall of Fame® has obtained the trademark registration from the U.S. Patent and Trademark Office for its name in connection with its expanded services, exhibitions and educational programs.

The trademark, officially registered under Registration Number 7,281,437, grants exclusive rights to use its name and the legal protection to safeguard the Hall of Fame against unauthorized use or infringement in both the business and cultural landscape.

“As a museum and educational organization, this is a significant step in establishing our growing exhibits and programs as a museum operator,” says Steve Rusing, president of the Hall of Fame Board of Directors and executive vice president and president of U.S. sales for Tempur Sealy International. “The Hall of Fame is more than just a beautiful space for the industry. It also represents a myriad of programs designed to inspire and teach the public and our industry.

“Obtaining a trademark for our name underscores our deep commitment to preserving the integrity of our brand and to ensuring that future generations continue to benefit from our resources and programs,” he says. “We will open three more permanent exhibits at the April High Point Market and will dedicate the Wanek Family and Ashley Furniture Industries gas-burning Eternal Flame in front of the building.”

The organization’s new 25,000-square-foot building, opened at 311 S. Hamilton St. in High Point in April 2023, features a variety of permanent, traveling and special exhibitions related to honoring the past, present and future of the dynamic home furnishings industry. The Hall of Fame Building provides a home for the industry during markets, educational programs for students, and a unique setting for business meetings and other social events throughout the year.

Founded in 1988, the American Home Furnishings Hall of Fame Foundation was created by a group of home furnishings executives who recognized the need to preserve the heritage of the industry and to honor its leaders. As an international, industry-wide organization, the group’s mission is four-fold: to honor its leaders, to tell the industry’s story, to inspire a new class of leaders and to engage the community with the world of home furnishings.

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The American Home Furnishings Hall of Fame Foundation, Inc., is an industry-wide organization founded to preserve its history, to celebrate exceptional individuals who have made extraordinary contributions to the U.S. home furnishings industry, to inspire the next generation of innovative leaders and to engage the community with the world of home furnishings. Our new home, which opened in April 2023, is a symbol of the Home Furnishings Capital of the World™ where the industry gathers, where we honor our leaders and tell our stories, and where we learn through exhibits, seminars and speakers. As a 501(c)3 nonprofit organization, funds support our history and leadership programming. The organization is based in High Point, North Carolina, at 311 S. Hamilton St., and can be reached at 336.882.5900 or by visiting [www.homefurnishingshalloffame.com](http://www.homefurnishingshalloffame.com).

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