

Harry S. Rosenthal

ATTORNEY AT LAW
GWYNEDD OFFICE PARK, SUITE 207
768 NORTH BETHLEHEM PIKE
AMBLER, PENNSYLVANIA 19002

(215) 628-8060
FAX (215) 793-0849


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Rob Paterkiewicz, Executive Director ASHI
932 Lee Street
Des Plaines, Illinois 60016

Dear Rob:

ASHI has every right to continue to use the "ASHI EXPERIENCE." NACHI has formally objected with the U.S. Trademark Office to its use claiming it is an infringement upon the "HI EXPERIENCE." We have filed a counterclaim with the U.S. Trademark Office objecting to their use of "HI EXPERIENCE." When NACHI's objection is resolved, I will be able to complete the trademark application. Although their "HI EXPERIENCE" has been approved at this point, our objection is still also to be decided. To my knowledge, no judge has ever entered an Order against ASHI. The U.S. Trademark Office has no authority to enter an Order. I'm extremely optimistic of the outcome.

Sincerely,



Harry S. Rosenthal

HSR/crc