

DECLARATION OF PAUL S. MARKS

I, Paul S. Marks, declare as follows:

1. I am outside general counsel for Classic Concepts Inc. and Classic Home Inc. I have personal knowledge of the matters stated here in, and I could and would testify under oath if required.

2. This declaration responds to office actions dated April 29, 2019, for US application serial numbers 88302409, 88302412, and 88302429.

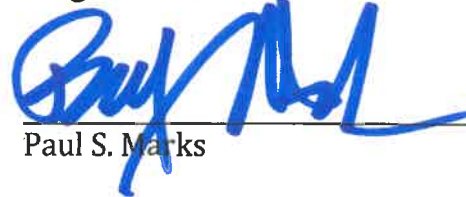
3. Attached hereto are two pages of substitute specimens, containing a picture or sufficient textual description of applicant's goods that shows the mark associated with the goods, as well as the information necessary to order the goods (a website URL).

4. The substitute specimens were in use in commerce at least as early as the filing date of the application or prior to the filing of the amendment to allege use.

5. The applicant for each of these marks makes the following disclaimer: "No claim is made to the exclusive right to use 'Classic Home' and 'Pieces,' apart from the mark as shown."

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Executed on October 28, 2019, at Los Angeles, California.


Paul S. Marks

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A PROFESSIONAL CORPORATION
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CLASSIC HOME

Inspired Pieces. Inspired Spaces.



INDULGE IN THE TIMELESS STYLES OF NOUVEAU TRADITIONAL

Nouveau Traditional's curated pieces will create on-trend spaces for you and your customers.

Shop with us at spring markets to style elegant spaces complete with hand finished wood furniture, velvet textiles, glittering lights, and soft to the touch rugs. Plush pillows and chic spaces await you at Classic Home.

LOS ANGELES • ATLANTA • DALLAS • LAS VEGAS • HIGH POINT

ClassicHome.com

From the editor

VOLUME 5 ISSUE 4

CULTIVATE YOUR TRIBE

I am an avid Sam Gold fan if you don't know who he is, Google him. He's an inspiring realtor who teaches through an e-news blog, descriptive marketing books, speaking engagements and courses.

I don't follow Sam because I've seen his speech in hand or read the majority of his books. I have signed copies of three titles.

His content is light. I pay attention to the work he does but because I agree with his message, I could be convinced what he referred to in Sam's "Tribes." I read his blog, but he practices and advocates that everyone should make a seat of his TED Talk, once.

Much of Sam's message is about finding and defining a collection. He suggests that we can't be all things to all people. We need to find our "tribe." First, he asks us to consider what they do, actively growing their tribe. As a realtor, designers and related trades, it's a worthy message. From the top down, the style you promote your customer is different from the next person's. So you want to connect and they connected with the people and equity and the new home marketing, you'll consider a valuable business for you, you want to sell.

You are marketing for friends and their you deeper than.

In our April issue, we talk specifically about American-made lighting and furnishings, as well as a growing movement toward highly cultivated brands.

We need to find our 'tribe' and connect with them in a way that keeps them watching our work and sharing what they find.

Custom and/or American-made products and the retailers and designers who desire them have the ability to do this. These companies are connected to the story, and are a part of that story. To keep them, it's important to continue to connect with them in a way that makes sense for them. The people who will sustain our U.S. needs are select firms, but for the customers included in customization and specialty.

Watch your timeline, as we head into High Point Market this month. I am sure all of the story you are telling your customers is fascinating! Does it help them spend the most about your work and your business? Might the construction—ops, fit, and help the equipment—and labor on them. You want to recognize your time and deliver your best and most relevant work to your people. They are waiting for you to send them to market. **HD**



Diane Fabrey
Editor in Chief

Fill in an oval in the middle

- 1. Facebook.com/furniturelightingdecor
- 2. Twitter.com/furniturelightingdecor
- 3. LinkedIn.com/company/furniturelightingdecor
- 4. Instagram.com/furniturelightingdecor

Furniture Lighting & Decor

2016 PUBLISHER: CAROL J. MALINOWSKI
2016 EDITOR: DIANE FABREY
2016 DESIGNER: JENNIFER M. COOPER
2016 ADVERTISING SALES: JENNIFER M. COOPER
2016 CIRCULATION: 10,000

EDITORIAL

EDITORIAL ASSISTANT: JENNIFER M. COOPER
EDITORIAL ASSISTANT: JENNIFER M. COOPER
EDITORIAL ASSISTANT: JENNIFER M. COOPER

ADVERTISING SALES

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CUSTOM MEDIA DESIGN

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CONTRIBUTORS

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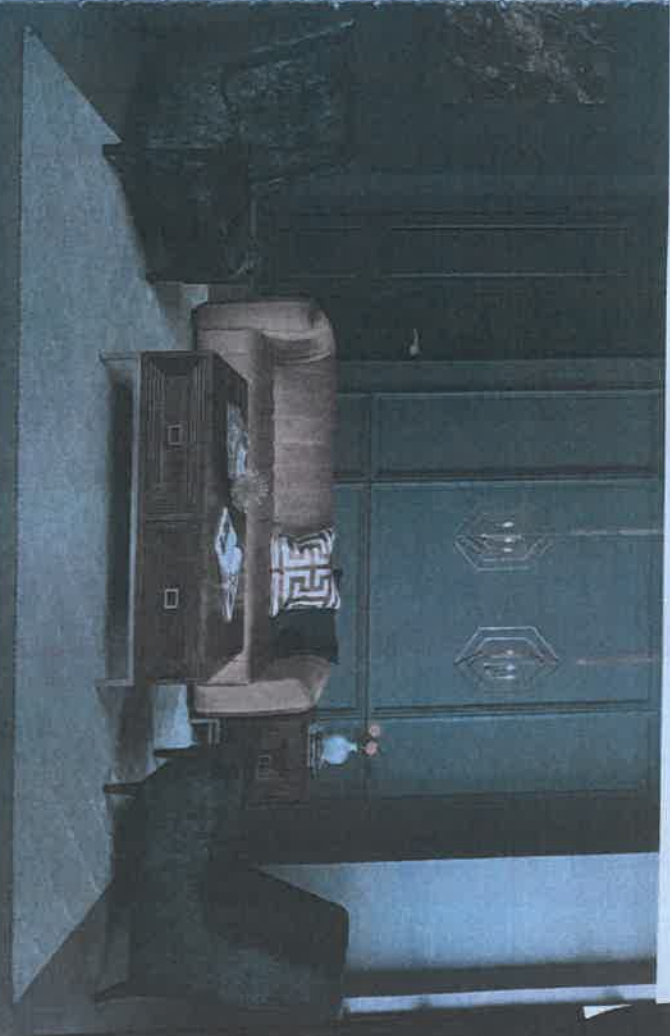
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