



Home Builders Association of the Sioux Empire  
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## **MEDIA ADVISORY**

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## **2012 Home Show™ Trademark**

SIOUX FALLS, SD --- The Home Show™ is an event sponsored by the Home Builders Association of the Sioux Empire. During our annual marketing events frequent reference is made to the Home Show™ in ways that can cause confusion as to the sponsorship of the event.

The Home Show™ is a trademark of the Home Builders Association of the Sioux Empire.

The cooperation of the media in correctly representing this trademark and in any references to our housing events is greatly appreciated. If the Home Builders Association of the Sioux Empire does not sponsor it, it is not a Home Show™ event.

Other service marks of the Home Builders Association of the Sioux Empire:

- Spring Parade of Homes™
- Fall Parade of Homes™
- Showcase of Remodeled Homes™
- Dream Home Tour™
- Repair Affair™

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