



Dec 14, 2010

To: Derek R. Gamble
Corporate Counsel
H&R Block®

Re: Peace of Mind

Dear Mr. Gamble:

I'm honored that H&R Block® is threatened by my modest one-man operation, especially by me merely mentioning "peace of mind" on my website. It certainly was not part of my business plan to single-handedly obliterate your \$500,000,000 advertising investment.

According to your letter, H&R Block® registered service mark "Peace of Mind" for providing extended warranties on tax return preparation. I would like to bring to your attention that I do not offer extended warranties of any kind, and my use of the term therefore is not in violation of your company's legal rights.

Despite the fact that your claim has no legal merit, I voluntarily removed the reference to "Peace of Mind" from my online list of benefits and even took the extra step of explaining to my website visitors that only H&R Block® can offer such, accompanied by your letter, as you can see by visiting my website.

To settle the matter, I further intend to arrange a series of media interviews during the month of January, 2011. Through these interviews, I will make sure that the general public in the Greater Houston area is thoroughly informed that I had been using "peace of mind" improperly, and no such thing could be provided by me, but exclusively by H&R Block®. I hope you agree that we need to attract as much publicity as possible to prevent the general public from confusing me with H&R Block®. Social media and YouTube will come next.

However, if I receive a written apology for your misguided letter, no later than December 31st, 2010, I will reconsider my publicity plan, and this embarrassing matter will be closed.

Respectfully,

Michael Plaks, EA, federally licensed since 1996.

PS. You may want to look into recent TV commercials by Toyota. They claim to provide "Peace of Mind" in the trunk of each new Toyota vehicle. If this blatant infringement is not stopped, H&R Block® may lose customers to Toyota.