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VIA OVERNIGHT DELIVERY

Michael Plaks  
5730 Yarwell Drive  
Houston, TX 77096

**RE: Trademark Infringement**

Mr. Plaks:

I am corporate counsel for H&R Block Services, Inc. ("HRB"). We have been provided information and evidence that you are using the term "Peace of Mind" in advertising for your income tax services – I have enclosed a copy of the advertising material for your reference.

Please be advised that HRB Innovations, Inc., its affiliates and their franchisees have exclusive rights to use the federally-registered service mark "Peace of Mind" Registration Nos. 2,939,919, for providing extended warranties on tax return preparation.

HRB's mark has been in use since 1996, and is well known by the public and the industry. HRB spent over \$500,000,000 advertising our goods and services in the last three years, thus it is very important that we steadfastly pursue infractions of our marks.

We are of the opinion that your use of the words "Peace of Mind" in any connection with an offering of extended warranties on tax return preparation constitutes trademark infringement and we demand that you immediately cease and desist using them. Your use of HRB's trademark in your current marketing constitutes infringement of HRB's marks and violations of various sections of the Lanham Act, including 15 U.S.C. §§1114, 1116(d)(1), and 1125(a), (c) and (d). We would like to advise you that when the rights of a trademark owner are violated, that owner may be entitled to recover (1) defendant's profits, (2) any damages sustained by the owner, and (3) the attorney's fees and costs of the action. HRB Royalty, Inc. and its affiliates will also consider any claims they may have based on copyright infringement, false advertising and unfair competition.

If the offending advertising/marketing is not removed or changed within ten (10) days of the date of this letter, I will assume that you have no interest in resolving the matter amicably, and HRB will consider its formal options.

This letter is written without any prejudice to any rights HRB may have. I look forward to your prompt response.

Sincerely,

Derek R. Gamble  
Corporate Counsel

Enclosure