

A bona fide intention to use the mark in commerce under Trademark Act Section 1(b), 15 U.S.C. §1051(b) (TMEP §806.01(b));

Revision:

August 11, 2008

Joseph T. Clark has established a licensing process to approve and validate the participants in the "Hood Robbin" media campaign to restore the American Dream, one neighborhood at a time. Mira Mesa Town Council has adopted the concept and through the Mira Mesa Chamber of Commerce will host a conference. Fees for licenses and for attendance will be charged. The minimum licensing fee will be in the form of sponsorships set at a minimum of \$10,000.

Funds will be handled and will be used to build equity in CCM Services Inc., a Delaware Corporation, owned and operated by Joseph T. Clark, and Andrea S. Clark, since May, 1994.

This statement is being submitted to the Examining Attorney Kevin M Dinallo, for filing with Trademark #77174383.

Signed:

Joseph T. Clark, Owner

Web Site <http://www.hood-robbin.com>

"A Campaign to restore the American Dream"

Joseph T. Clark, CTP, registered a media campaign known as "Hood Robbin" The trademark was published November 27, 2007.

The "Hood Robbin" campaign was originally devised to showcase various aspects of predatory lending practices.

These practices have spiraled out of control and have caused record numbers of foreclosures and neighborhoods with ever increasing vacant and devalued properties. The campaign has been refined to "rebuilding the American Dream, one neighborhood at a time". Joe Clark is CEO of CCM Services Inc., a firm that is engaged in working capital management for Investors with long term goals of Capital Improvements and increase of Equity in these properties. The current market is being manipulated with no interest in eliminating vacant homes. It creates an artificial appreciation in value by limiting supply of available properties. These practices may improve balance sheets short term but will eventually depress the market and ruin neighborhoods. Real Estate tax revenue is also not being realized on vacant homes causing further fiscal problems for governments and schools.

Email or IM Joe Clark to learn more!

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