

# 2011 FOR PROFIT CORPORATION ANNUAL REPORT

DOCUMENT# F07000001805

Entity Name: BALLARD DESIGNS, INC.

FILED  
Apr 26, 2011  
Secretary of State

**Current Principal Place of Business:**

1670 DEFOOR AVE  
ATLANTA, GA 30318

**New Principal Place of Business:**

**Current Mailing Address:**

HSN LEGAL  
1 HSN DRIVE  
ST. PETERSBURG, FL 33729

**New Mailing Address:**

HSN /LEGAL  
1 HSN DRIVE  
ST. PETERSBURG, FL 33729

FEI Number: 58-1671673

FEI Number Applied For ( )

FEI Number Not Applicable ( )

Certificate of Status Desired ( )

**Name and Address of Current Registered Agent:**

CORPORATION SERVICE COMPANY  
1201 HAYS STREET  
TALLAHASSEE, FL 323012525 US

**Name and Address of New Registered Agent:**

The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.

SIGNATURE: \_\_\_\_\_

Electronic Signature of Registered Agent

\_\_\_\_\_ Date

**OFFICERS AND DIRECTORS:**

Title: DCEO  
Name: ETHIER, MARK  
Address: 1 HSN DRIVE  
City-St-Zip: ST. PETERSBURG, FL 33729 US

Title: VPAS  
Name: SOYSTER, MATTHEW D  
Address: 1 HSN DRIVE  
City-St-Zip: ST. PETERSBURG, FL 33729 US

Title: DST  
Name: PEKAREK, JAMES  
Address: 5568 WEST CHESTER ROAD  
City-St-Zip: WEST CHESTER, OH 45069 US

Title: P  
Name: MCKELVEY, RYAN  
Address: 1670 DEFOOR AVENUE  
City-St-Zip: ATLANTA, GA 30318 US

Title: DEVP  
Name: TARVIN, PAUL  
Address: 5568 WEST CHESTER RD.  
City-St-Zip: WEST CHESTER, OH 45069 US

Title: VPAT  
Name: PURVIS, BRYANT  
Address: 1 HSN DRIVE  
City-St-Zip: ST. PETERSBURG, FL 33729 US

I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am an officer or director of the corporation or the receiver or trustee empowered to execute this report as required by Chapter 607, Florida Statutes; and that my name appears above, or on an attachment with all other like empowered.

SIGNATURE: MATTHEW SOYSTER

VPAS

04/26/2011

\_\_\_\_\_ Electronic Signature of Signing Officer or Director

\_\_\_\_\_ Date