

**Electronic Articles of Organization  
For  
Florida Limited Liability Company**

L04000012355  
FILED 8:00 AM  
February 16, 2004  
Sec. Of State

**Article I**

The name of the Limited Liability Company is:  
BRAND EQUITY, LLC

**Article II**

The street address of the principal office of the Limited Liability Company is:  
1817 NE 15TH AVENUE  
FORT LAUDERDALE, FL. US 33305

The mailing address of the Limited Liability Company is:  
1817 NE 15TH AVENUE  
FORT LAUDERDALE, FL. US 33305

**Article III**

The purpose for which this Limited Liability Company is organized is:  
ANY AND ALL LAWFUL BUSINESS.

**Article IV**

The name and Florida street address of the registered agent is:  
JASON B BURGER  
1817 NE 15TH AVENUE  
FORT LAUDERDALE, FL. 33305

Having been named as registered agent and to accept service of process for the above stated limited liability company at the place designated in this certificate, I hereby accept the appointment as registered agent and agree to act in this capacity. I further agree to comply with the provisions of all statutes relating to the proper and complete performance of my duties, and I am familiar with and accept the obligations of my position as registered agent.

Registered Agent Signature: JASON B. BURGER

### **Article V**

The name and address of managing members/managers are:

Title: MGR  
JASON B BURGER  
1817 NE 15TH AVENUE  
FORT LAUDERDALE, FL. 33305 US

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### **Article VI**

The effective date for this Limited Liability Company shall be:

02/16/2004

Signature of member or an authorized representative of a member

Signature: JASON B. BURGER