

**Electronic Articles of Incorporation
For**

P05000009584
FILED
January 19, 2005
Sec. Of State
Ipoole

EINSTEIN'S EDUCATIONAL TOYS & SCIENCE STORE, INC.

The undersigned incorporator, for the purpose of forming a Florida profit corporation, hereby adopts the following Articles of Incorporation:

Article I

The name of the corporation is:

EINSTEIN'S EDUCATIONAL TOYS & SCIENCE STORE, INC.

Article II

The principal place of business address:

722 N CRESCENT DRIVE
HOLLYWOOD, FL. US 33021

The mailing address of the corporation is:

722 N CRESCENT DRIVE
HOLLYWOOD, FL. US 33021

Article III

The purpose for which this corporation is organized is:

ANY AND ALL LAWFUL BUSINESS.

Article IV

The number of shares the corporation is authorized to issue is:

1000 SHARES @ \$1.00 PAR VALUE PER SHARE

Article V

The name and Florida street address of the registered agent is:

DONALD J MACKENZIE
722 N CRESCENT DRIVE
HOLLYWOOD, FL. 33021

I certify that I am familiar with and accept the responsibilities of registered agent.

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Registered Agent Signature: DONALD J MACKENZIE

Article VI

The name and address of the incorporator is:

DONALD J MACKENZIE
722 N CRESCENT DRIVE
HOLLYWOOD FL 33021

Incorporator Signature: DONALD J MACKENZIE

Article VII

The initial officer(s) and/or director(s) of the corporation is/are:

Title: P
DONALD J MACKENZIE
722 N CRESCENT DRIVE
HOLLYWOOD, FL. 33021 US

Title: VP
MONICA E APPELT
722 N CRESCENT DRIVE
HOLLYWOOD, FL. 33021 US

Article VIII

The effective date for this corporation shall be:

01/19/2005