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FEBRUARY 18, 1998

Department of State
Division of Corporations
409 East Gaines Street
Tallahassee, Florida 32399

200002436482--8
-02/20/98-01074-010
*****70.00 *****70.00

Re: BRAND POLL, INC.

Dear Sir or Madam:

Enclosed please find proposed Certificate of Incorporation of the above entitled corporation. Please file the original and return confirmation of the filing to this office in the prepaid Federal Express envelope enclosed.

Also enclosed please find my firm's check in the amount of \$70.00 as and for the filing fee in connection with the above.

Your prompt attention and consideration are greatly appreciated.

Very truly yours,

Lawrence A. Kirsch

Lawrence A. Kirsch

FILED
98 FEB 20 AM 9:19
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

B. BROCK FEB 23 1998

ARTICLES OF INCORPORATION

BRAND POLL, INC.

The undersigned incorporator, for the purpose of forming a corporation under the Florida General Corporation Act, hereby adopts the following Articles of Incorporation.

ARTICLE I NAME

The name of the corporation is BRAND POLL, INC.

ARTICLE II NATURE OF BUSINESS

This corporation may engage in or transact any or all lawful activities or business permitted under the laws of the United States, the State of Florida, or any other state, county, territory or nation.

ARTICLE III CAPITAL STOCK

The aggregate number of shares of stock and its par value that this corporation is authorized to have outstanding at any one time is: Two Hundred, (200), all of which shall be without par value.

ARTICLE IV TERMS OF EXISTENCE

This corporation is to exist perpetually.

ARTICLE V OFFICERS DIRECTORS

The name and street address of the initial officer and director, if any, who shall hold office the first year of the corporation's existence or until his successor is elected, is:

James Dettore
c/o Brand Institute, Inc.
1201 Brickell Avenue
Suite 350
Miami, Florida 33131

ARTICLE VI PRINCIPAL MAILING ADDRESS

The principal mailing address of the corporation shall be:

c/o Brand Institute, Inc.
1201 Brickell Avenue
Suite 350
Miami, Florida 33131

ARTICLE VII INCORPORATOR

FILED
98 FEB 20 AM 9:19
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

The name and street address of the incorporator to this articles of incorporation is:

Katherine E. Mitchell
90 State Street
Albany, New York 12207

IN WITNESS WHEREOF, the undersigned incorporator has executed these Articles of Incorporation this 18th day of February, 1998.

Katherine E. Mitchell
KATHERINE E. MITCHELL

State of New York
STATE OF NEW YORK)
COUNTY OF ALBANY) SS.:

The foregoing instrument was acknowledged and sworn to me before this 18th day of February, 1998 by the incorporator of BRAND POLL, INC.

Education
Kelly A. Hemendinger
Notary Public
My Commission Expires:

KELLY A. HEMENDINGER
Notary Public, State of New York
No. 01HE5062156
Qualified in Rensselaer County *98*
Commission Expires June 24, 98

CERTIFICATE DESIGNATING
REGISTERED AGENT/REGISTERED OFFICE

Pursuant to the provisions of Section 607.325, Florida Statutes, the undersigned corporation, organized under the laws of the State of Florida, submits the following statement in designating the registered office/registered agent, in the State of Florida.

1. The name of the corporation is: Brand Poll, Inc.

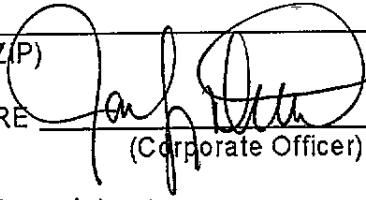
2. The name and address of the registered agent and office is:

James Dettore, c/o Brand Institute, Inc., 1201 Brickell Avenue,
Suite 350, Miami, Florida 33131

(P. O. BOX NOT ACCEPTABLE)

Miami, Florida 33131

(CITY/STATE/ZIP)

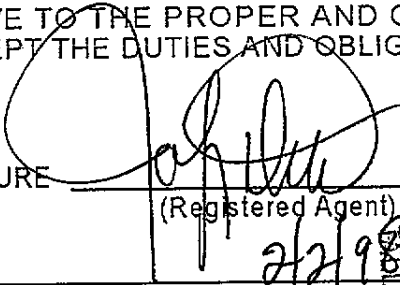
SIGNATURE 

(Corporate Officer)

TITLE President

DATE 2/2/98

HAVING BEEN NAMED TO ACCEPT SERVICE OF PROCESS FOR THE ABOVE STATED CORPORATION, AT THE PLACE DESIGNATED IN THIS CERTIFICATE, I HEREBY AGREE TO ACT IN THIS CAPACITY, AND I FURTHER AGREE TO COMPLY WITH THE PROVISIONS OF ALL STATUTES RELATIVE TO THE PROPER AND COMPLETE PERFORMANCE OF MY DUTIES, AND I ACCEPT THE DUTIES AND OBLIGATIONS OF SECTION 607.325 FLORIDA STATUTES.

SIGNATURE 

(Registered Agent)

DATE 2/2/98

FILED
98 FEB 20 AM 9:19
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

REGISTERED AGENT FILING FEE: \$20.00