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SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

STATE  
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TALLAHASSEE, FLORIDA

J. Shivers APR 12 2006

W06-16865  
W06-16355



CORPORATION SERVICE COMPANY

ACCOUNT NO. : 072100000032

REFERENCE : 956684 4300506

AUTHORIZATION :

COST LIMIT : \$ 4670.00

ORDER DATE : March 31, 2006

ORDER TIME : 10:18 AM

ORDER NO. : 956684-005

CUSTOMER NO: 4300506

FOREIGN FILINGS

NAME: M/A/R/C INC.

XXXX QUALIFICATION (TYPE: CO)

PLEASE RETURN THE FOLLOWING AS PROOF OF FILING:

       CERTIFIED COPY  
XX        PLAIN STAMPED COPY  
       CERTIFICATE OF GOOD STANDING

CONTACT PERSON: Sara Lea -- EXT# 2914

EXAMINER: \_\_\_\_\_

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TALLAHASSEE, FLORIDA

**APPLICATION BY FOREIGN CORPORATION FOR AUTHORIZATION TO TRANSACT  
BUSINESS IN FLORIDA**

*IN COMPLIANCE WITH SECTION 607.1503, FLORIDA STATUTES, THE FOLLOWING IS SUBMITTED TO  
REGISTER A FOREIGN CORPORATION TO TRANSACT BUSINESS IN THE STATE OF FLORIDA.*

1. M/A/R/C INC.

(Enter name of corporation; must include "INCORPORATED," "COMPANY," "CORPORATION,"  
"Inc.," "Co.," "Corp.," "Inc.," "Co.," or "Corp.")

M/A/R/C RESEARCH INC.

(If name unavailable in Florida, enter alternate corporate name adopted for the purpose of transacting business in Florida)

2. Texas

(State or country under the law of which it is incorporated)

3. 17517815258

(FEI number, if applicable)

4. September 24, 1981

(Date of incorporation)

5. Perpetual

(Duration: Year corp. will cease to exist or "perpetual")

6. January 1, 2002

(Date first transacted business in Florida, if prior to registration)  
(SEE SECTIONS 607.1501 & 607.1502, F.S., to determine penalty liability)

7. 1660 North Westridge Circle, Irving, Texas 75038-2424

(Principal office address)

1660 North Westridge Circle, Irving, Texas 75038-2424

(Current mailing address)

8. Full Service Marketing Research and Consulting Firm

(Purpose(s) of corporation authorized in home state or country to be carried out in state of Florida)

9. Name and street address of Florida registered agent: (P.O. Box NOT acceptable)

Name: Corporation Service Company

Office Address: 1201 Hays Street

Tallahassee

(City)

, Florida 32301

(Zip code)

10. **Registered agent's acceptance:**

*Having been named as registered agent and to accept service of process for the above stated corporation at the place designated in this application, 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 relative to the proper and complete performance of my duties, and I am familiar with and accept the obligations of my position as registered agent.*

Corporation Service Company

By: Laura R. Dunlap

(Registered agent's signature)

**Laura R. Dunlap  
as its agent**

11. Attached is a certificate of existence duly authenticated, not more than 90 days prior to delivery of this application to the Department of State, by the Secretary of State or other official having custody of corporate records in the jurisdiction under the law of which it is incorporated.

12. Names and business addresses of officers and/or directors:

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TALLAHASSEE, FLORIDA

12. Names and business addresses of officers and/or directors:

A. DIRECTORS

Chairman: See Schedule A attached hereto.

Address: \_\_\_\_\_

Vice Chairman: \_\_\_\_\_

Address: \_\_\_\_\_

Director: \_\_\_\_\_

Address: \_\_\_\_\_

Director: \_\_\_\_\_

Address: \_\_\_\_\_

B. OFFICERS

President: See Schedule A attached hereto.

Address: \_\_\_\_\_

Vice President: \_\_\_\_\_

Address: \_\_\_\_\_

Secretary: \_\_\_\_\_

Address: \_\_\_\_\_

Treasurer: \_\_\_\_\_

Address: \_\_\_\_\_

NOTE: If necessary, you may attach an addendum to the application listing additional officers and/or directors.

13. 

(Signature of Chairman, Vice Chairman, or any officer listed in number 12 of the application)

14. Deborah E. Zangara - Secretary

(Typed or printed name and capacity of person signing application)

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TALLAHASSEE, FLORIDA

**Schedule A to  
Application By Foreign Corporation  
For Authorization To Transact Business In Florida  
for  
M/A/R/C Inc.**

**12. Names and business addresses of officers and/or directors:**

**Directors**

<b><u>Name</u></b>	<b><u>Address</u></b>
Thomas L. Harrison	437 Madison Avenue New York, New York 10022
Michael Birkin	437 Madison Avenue New York, New York 10022

**Officers**

<b><u>Name</u></b>	<b><u>Title</u></b>	<b><u>Address</u></b>
Merrill Dubrow	Chief Executive Officer M/A/R/C Research Division	1660 North Westridge Circle Irving, Texas 75038-2424
David Scholes	Chief Executive Officer, of Targetbase Division	1660 North Westridge Circle Irving, Texas 75038-2424
Greg Horvath	Senior Vice President & Chief Financial Officer	1660 North Westridge Circle Irving, Texas 75038-2424
Deborah E. Zangara	Secretary	437 Madison Avenue New York, New York 10022

Corporations Section  
P.O.Box 13697  
Austin, Texas 78711-3697



Roger Williams  
Secretary of State

## Office of the Secretary of State

The undersigned, as Secretary of State of Texas, does hereby certify that the document, Articles of Incorporation for M/A/R/C INC. (filing number: 57927600), a Domestic For-Profit Corporation, was filed in this office on September 24, 1981.

It is further certified that the entity status in Texas is in existence.

In testimony whereof, I have hereunto signed my name officially and caused to be impressed hereon the Seal of State at my office in Austin, Texas on April 04, 2006.



A handwritten signature in cursive script that reads "Roger Williams".

Roger Williams  
Secretary of State