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Florida Department of State
Division of Corporations
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To:

Division of Corporations
Fax Number : (850) 617-6381

From:

Account Name : CORPORATION SERVICE COMPANY
Account Number : I20000000195
Phone : (850) 521-1000
Fax Number : (850) 558-1575

2009 NOV 25 P 1:19
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

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****Enter the email address for this business entity to be used for future annual report mailings. Enter only one email address please.****

Email Address: _____

**FOREIGN PROFIT/NONPROFIT CORPORATION
THE MARKETING ARM INC.**

Certificate of Status	0
Certified Copy	0
Page Count	05
Estimated Charge	\$70.00

DEPARTMENT OF STATE
DIVISION OF CORPORATIONS
TALLAHASSEE, FLORIDA

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D.A. WHITE

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APPLICATION BY FOREIGN CORPORATION FOR AUTHORIZATION TO TRANSACT
BUSINESS IN FLORIDA

NOV 25 P 1:19

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. SECRETARY OF STATE
TALLAHASSEE, FLORIDA

1. The Marketing Arm Inc.

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

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

2. Delaware

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

3. 22-3675451

(FEI number, if applicable)

4. 7/8/1999

(Date of incorporation)

5. Perpetual

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

6. June 1, 2009

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

7. 1999 Bryan Street, Suite 1800, Dallas, TX 75201

(Principal office address)

1999 Bryan Street, Suite 1800, Dallas, TX 75201

(Current mailing address)

8. Sponsorship Marketing

(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, Florida 32301

(City)

(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: 

(Registered agent's signature)

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.

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

2009 NOV 25 P 1:19

A. DIRECTORSSECRETARY OF STATE
TALLAHASSEE, FLORIDAChairman: See Schedule A attached hereto and made a part hereof

Address: _____

Vice Chairman: _____

Address: _____

Director: _____

Address: _____

Director: _____

Address: _____

B. OFFICERS

President: _____

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. Jennifer Schatzman

(Signature of Director or Officer listed in number 12 of the application)

14. Jennifer Schatzman, Assistant Secretary

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

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Schedule A

2009 NOV 25 P 1:19

To the State of Florida

SECRETARY OF STATE
TALLAHASSEE, FLORIDA

For Application by Foreign Corporation For Authorization to Transact Business in Florida

For

The Marketing Arm Inc.

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

Directors

<u>Name</u>	<u>Address</u>
William R. Clark	1999 Bryan Street, Suite 1800, Dallas, TX 75201
Thomas L. Harrison	437 Madison Avenue, New York, New York 10022
Deborah E. Zangara	437 Madison Avenue, New York, New York 10022

Officers

<u>Name</u>	<u>Title</u>	<u>Address</u>
William R. Clark	Chief Executive Officer	1999 Bryan Street, Suite 1800, Dallas, TX 75201
Brad Penman	Chief Operating Officer	1999 Bryan Street, Suite 1800, Dallas, TX 75201
Jennifer Henry	VP Finance	1999 Bryan Street, Suite 1800, Dallas, TX 75201
Deborah E. Zangara	Secretary	437 Madison Avenue, New York, New York 10022
Jennifer L. Schatzman	Assistant Secretary	437 Madison Avenue, New York, New York 10022

Delaware

The First State

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NOV 25 P 1:19SECRETARY OF STATE
TALLAHASSEE, FLORIDA

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY "THE MARKETING ARM INC." IS DULY INCORPORATED UNDER THE LAWS OF THE STATE OF DELAWARE AND IS IN GOOD STANDING AND HAS A LEGAL CORPORATE EXISTENCE SO FAR AS THE RECORDS OF THIS OFFICE SHOW, AS OF THE TWENTY-FOURTH DAY OF NOVEMBER, A.D. 2009.

AND I DO HEREBY FURTHER CERTIFY THAT THE FRANCHISE TAXES HAVE BEEN PAID TO DATE.

AND I DO HEREBY FURTHER CERTIFY THAT THE SAID "THE MARKETING ARM INC." WAS INCORPORATED ON THE EIGHTH DAY OF JULY, A.D. 1999.

AND I DO HEREBY FURTHER CERTIFY THAT THE ANNUAL REPORTS HAVE BEEN FILED TO DATE.

3066858 8300

091046335

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 7661625

DATE: 11-24-09