2012 FOR PROFIT CORPORATION REINSTATEMENT

DOCUMENT# F96000002298

Entity Name: STEVEN MADDEN RETAIL, INC.

Current Principal Place of Business:	**New Principal Place of Business:**
52-16 BARNETT AVENUE ATTN: ALAN ROY REMULAR LONG ISLAND CITY, NY 11104	

Current Mailing Address:	**New Mailing Address:**
52-16 BARNETT AVENUE ATTN: ALAN ROY REMULAR LONG ISLAND CITY, NY 11104	

FEI Number: 13-3850272   FEI Number Applied For ( )   FEI Number Not Applicable ( )   Certificate of Status Desired (X)

Name and Address of Current Registered Agent:	**Name and Address of New Registered Agent:**
CORPORATION SERVICE COMPANY 1201 HAY STREET TALLAHASSEE, FL 32301 US	

The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.

SIGNATURE: ARVIND DHARIA
_____
              Electronic Signature of Registered Agent   Date

OFFICERS AND DIRECTORS:

Title: CEO
Name: ROSENFELD, ED
Address: 52-16 BARNETT AVENUE
City-St-Zip: LONG ISLAND CITY, NY 11104

Title: ST
Name: DHARIA, ARVIND
Address: 52-16 BARNETT AVENUE
City-St-Zip: LONG ISLAND CITY, NY 11104

Title: D
Name: RANDALL, RICHARD
Address: 52-16 BARNETT AVENUE
City-St-Zip: LONG ISLAND CITY, NY 11104

Title: D
Name: YETNIKOFF, WALTER
Address: 52-16 BARNETT AVENUE
City-St-Zip: LONG ISLAND CITY, NY 11104

Title: COO
Name: AWADHESH, SINHA
Address: 52-16 BARNETT AVENUE
City-St-Zip: LONG ISLAND CITY, NY 11104

Title: D
Name: MADDEN, JOHN
Address: 52-16 BARNETT AVE
City-St-Zip: LONG ISLAND CITY, NY 11104

I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am an officer or director of the corporation or the receiver or trustee empowered to execute this report as required by Chapter 607, Florida Statutes; and that my name appears above, or on an attachment with all other like empowered.

SIGNATURE: ARVIND DHARIA   CFO   04/03/2012
_____
              Electronic Signature of Signing Officer or Director   Date