

# **2011 LIMITED LIABILITY COMPANY ANNUAL REPORT**

DOCUMENT# L07000057022

Entity Name: BRAND IDEOLOGY, LLC

**FILED**  
**Feb 05, 2011**  
**Secretary of State**

**Current Principal Place of Business:**

220 PONTE VEDRA PARK DRIVE  
260  
PONTE VEDRA BEACH, FL 32082

**New Principal Place of Business:**

**Current Mailing Address:**

220 PONTE VEDRA PARK DRIVE  
260  
PONTE VEDRA BEACH, FL 32082

**New Mailing Address:**

FEI Number: 26-0263362

FEI Number Applied For ( )

FEI Number Not Applicable ( )

Certificate of Status Desired ( )

**Name and Address of Current Registered Agent:**

MCCULLAGH, LEO  
100 PLANTATION CIRCLE  
PONTE VEDRA BEACH, FL 32082 US

**Name and Address of New Registered Agent:**

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: \_\_\_\_\_

Electronic Signature of Registered Agent

\_\_\_\_\_  
Date

**MANAGING MEMBERS/MANAGERS:**

Title: MGRM  
Name: MCCULLAGH, LEO P  
Address: 100 PLANTATION CIRCLE  
City-St-Zip: PONTE VEDRA BEACH, FL 32082

Title: MGRM  
Name: BLISS, JEFFERY R  
Address: 112 SOUTH ROYAL STREET, SUITE C  
City-St-Zip: ALEXANDRIA, VA 22314

I hereby certify that the information indicated on this report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am a managing member or manager of the limited liability company or the receiver or trustee empowered to execute this report as required by Chapter 608, Florida Statutes.

SIGNATURE: LEO MCCULLAGH

MGRM

02/05/2011

\_\_\_\_\_  
Electronic Signature of Signing Managing Member, Manager, or Authorized Representative / Date