

**Electronic Articles of Organization
For
Florida Limited Liability Company**

L10000071336
FILED 8:00 AM
July 07, 2010
Sec. Of State
btadlock

Article I

The name of the Limited Liability Company is:

FIERCE AVENUE, LLC

Article II

The street address of the principal office of the Limited Liability Company is:

813 SUNSET COVE DR
WINTER HAVEN, FL. US 33880

The mailing address of the Limited Liability Company is:

813 SUNSET COVE DR
WINTER HAVEN, FL. US 33880

Article III

The purpose for which this Limited Liability Company is organized is:

UPSCALE WOMEN'S SHOES & APPAREL COMPANY

Article IV

The name and Florida street address of the registered agent is:

SHYTERA WILLIAMS
813 SUNSET COVE DR.
WINTER HAVEN, FL. 33880

Having been named as registered agent and to accept service of process for the above stated limited liability company at the place designated in this certificate, 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 relating to the proper and complete performance of my duties, and I am familiar with and accept the obligations of my position as registered agent.

Registered Agent Signature: SHYTERA WILLIAMS

Article V

The name and address of managing members/managers are:

Title: MGRM
SHYTERA WILLIAMS
813 SUNSET COVE DR.
WINTER HAVEN, FL. 33880 US

Title: MGRM
TYRONE PETERS
813 SUNSET COVE DR
WINTER HAVEN, FL. 33880 US

Article VI

The effective date for this Limited Liability Company shall be:

07/04/2010

Signature of member or an authorized representative of a member

Signature: SHYTERA WILLIAMS

L10000071336
FILED 8:00 AM
July 07, 2010
Sec. Of State
btadlock