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SECRETARY OF STATE
TALLAHASSEE, FLORIDA



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Barbara G. Mangus, Paralegal
502.562.7537
bmangus@wyattfirm.com

July 28, 2010

VIA FEDERAL EXPRESS

Registration Section
Division of Corporations
Clifton Building
2661 Executive Center Circle
Tallahassee, FL 32301

RE: BRAND U, LLC

Dear Sir or Madam::

Enclosed herewith please find the one original and one copy of the Cover Letter and Articles of Organization of Brand U, LLC, along with our firm check payable to Florida Department of State in the amount of \$125.00 representing the filing fee.

A prepaid Federal Express air-bill and shipping envelope is enclosed for your convenience in returning all of the documents to this office.

Please do not hesitate to contact me at the e-mail address and telephone at the top of this letter if you have any questions or require additional information.

Very truly yours,

A handwritten signature in black ink that reads "Barbara G. Mangus". The signature is written in a cursive, flowing style.

Barbara G. Mangus
Paralegal

BGM/mtf
Enclosures
15216672.1

COVER LETTER

**TO: Registration Section
Division of Corporations**

SUBJECT: BRAND U, LLC
(Name of Limited Liability Company)

The enclosed Articles of Organization and fee(s) are submitted for filing.

Please return all correspondence concerning this matter to the following:

Barbara G. Mangus, Paralegal

(Name of Person)

Wyatt, Tarrant & Combs, LLP

(Firm/Company)

500 W. Jefferson St., Suite 2800,

(Address)

Louisville, Kentucky 40202

(City/State and Zip Code)

For further information concerning this matter, please call:

Barbara G. Mangus

(Name of Person)

at (502) 562-7537

(Area Code & Daytime Telephone Number)

Enclosed is a check for the following amount:

- ☒ \$125.00 Filing Fee ☐ \$130.00 Filing Fee & Certificate of Status ☐ \$155.00 Filing Fee & Certified Copy (additional copy is enclosed) ☐ \$160.00 Filing Fee, Certificate of Status & Certified Copy (additional copy is enclosed)

Mailing Address
Registration Section
Division of Corporations
P.O. Box 6327
Tallahassee, FL 32314

Street/Courier Address
Registration Section
Division of Corporations
Clifton Building
2661 Executive Center Circle
Tallahassee, FL 32301

ARTICLES OF ORGANIZATION

OF

BRAND U, LLC

The undersigned does hereby, pursuant to Chapter 608, F.S., subscribes to, executes and files the following Articles of Organization for the purpose of organizing a limited liability company under the Florida Limited Liability Company Act.

ARTICLE I

NAME

The name of the limited liability company is:

Brand U, LLC

ARTICLE II

MAILING ADDRESS AND STREET ADDRESS OF THE PRINCIPAL OFFICE

The mailing address and the street address of the principal office of the limited liability company is 8302 Bay Club Court, Tampa, Florida 33607.

ARTICLE III

REGISTERED AGENT, REGISTERED OFFICE AND REGISTERED AGENT'S SIGNATURE

The name and Florida street address of the limited liability company's registered agent are:

Jessica Dedrick
8302 Bay Club Court
Tampa, Florida 33607

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 as provided for in Chapter 608, F.S.

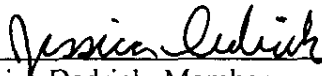


Jessica Dedrick
Registered Agent

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10 JUL 29 AM 10:17
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

The undersigned hereby certifies that the foregoing constitutes the Articles of Organization of Brand U, LLC.

Executed by the undersigned this 22th day of July, 2010.


Jessica Dedrick, Member

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SECRETARY OF STATE
TALLAHASSEE, FLORIDA