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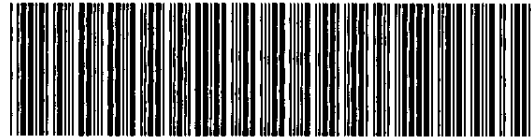
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SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

**COVER LETTER**

**TO: Registration Section  
Division of Corporations**

**SUBJECT: Simplify Digital Media**  
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:

**Kathy Lynne Matthews**  
Name of Person

**Simplify Digital Media**  
Firm/Company

**234 Oceanway Avenue**  
Address

**Jacksonville, FL 32226**  
City/State and Zip Code

**ktsleeve@gmail.com**  
E-mail address: (to be used for future annual report notification)

For further information concerning this matter, please call:

**Kathy Matthews** at (904) 446-0667  
Name of Person 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  
SIMPLIFY DIGITAL MEDIA**

**FILED**  
11 JUL 29 PM 2:29  
SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

The undersigned, desiring to form a limited liability company under and pursuant to the Florida Limited Liability Company Act, Chapter 608, Florida Statutes, does hereby adopt the following Articles of Incorporation.

**ARTICLE I  
NAME**

The name of the Limited Liability Company shall be SIMPLIFY DIGITAL MEDIA, LLC.

**ARTICLE II  
ADDRESS**

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

234 Oceanway Avenue  
Jacksonville, FL 32218

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

234 Oceanway Avenue  
Jacksonville, FL 32218.

**ARTICLE III  
PURPOSE**

The purpose for which the Company is being formed is to engage in any activity of business permitted under the laws of the United States and the State of Florida.

**ARTICLE IV  
DURATION**

The period of duration for the Limited Liability Company shall commence on July 25, 2011 and shall continue perpetually, unless terminated: (i) in accordance with the Company's Operating Agreement or (ii) by the unanimous written agreement of all Members.

**ARTICLE V  
MANAGEMENT**

The Company shall be conducted, carried on, and managed by no less than one (1) Manager who shall be elected annually by the Members of the Company in the manner prescribed by and provided in the Operating Agreement of the Company. Such

Manager shall also have the rights and responsibilities described in the Operating Agreement of the Company. The name and address of the initial Manager is as follows:

Kathy Lynne Matthews  
6710 Beatrix Drive  
Jacksonville, FL 32226-3337

Such Manager shall serve in such capacity until the first annual meeting of the Members or until their successors are duly elected and qualified.

**ARTICLE VI  
ADMISSION OF ADDITIONAL MEMBERS**

Additional Members may be admitted upon the approval of a majority of the Members of the Company, upon written application of such new Member, in the manner set forth in the Operating Agreement of the Company.

**ARTICLE VII  
ADOPTION OF OPERATING AGREEMENT**

The Company shall adopt an Operating Agreement for the Company, which Operating Agreement may contain any provisions for the regulation and management of the affairs of the Company not inconsistent with these Articles of Organization or Chapter 608, Florida Statutes.

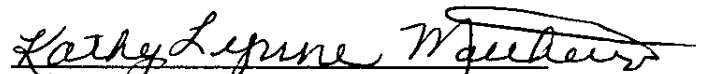
**ARTICLE VIII  
REGISTERED AGENT AND OFFICE**

The designated 234 Oceanway Avenue, Jacksonville, FL 32218 as the street address of the initial registered office of the Company and names Kathy Lynne Matthews as the Company's initial registered agent at that address to accept service of process within this State.

**ARTICLE IX  
CONTINUATION OF BUSINESS**

Unless dissolved in accordance with the Company's Operating Agreement, the remaining Members shall continue the business of the Company, which shall not be dissolved upon the death, retirement, resignation, expulsion, bankruptcy or dissolution of a Member of the occurrence of any other event which terminates the continued membership of a Member.

**IN WITNESS WHEREOF**, THE UNDERSIGNED HAS HEREUNTO SET HIS HAND AND SEAL THIS 26<sup>th</sup> DAY OF July, 2011.

  
Kathy Lynne Matthews

**CERTIFICATE OF DEIGNATION OF  
REGISTERED AGENT / REGISTERED OFFICE**

Pursuant to the provisions of Section 608.415 or 608.507 Florida Statutes, the undersigned Limited Liability Company submits the following statement in designating the registered office/registered agent in the State of Florida:

1. The name of the Limited Liability Company is: SIMPLICITY DIGITAL STUDIO, LLC.
2. The name and street address of the registered agent and office is:

Kathy Lynne Matthews  
234 Oceanway Avenue  
Jacksonville, FL 32218

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.

  
Kathy Lynne Matthews

Dated this: 26~~th~~ day of July, 2011