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(Requestor's Name)

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(City/State/Zip/Phone #)

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(Business Entity Name)

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11 JUL - 7 PM 1:08

SECRETARY OF STATE
TALLAHASSEE, FLORIDA

W11-29980

J. BRYAN

JUL - 8 2011

EXAMINER

3110-131135-

COVER LETTER

TO: Registration Section
Division of Corporations

SUBJECT: PUREBRANDS

Name of Limited Liability Company

The enclosed "Application by Foreign Limited Liability Company for Authorization to Transact Business in Florida," Certificate of Existence, and check are submitted to register the above referenced foreign limited liability company to transact business in Florida..

Please return all correspondence concerning this matter to the following:

JEFFREY L. WASSERMAN

Name of Person

SILLS, CUMMIS & GROSS P.C.

Firm/Company

ONE RIVERFRONT PLAZA

Address

NEWARK, NJ 07102

City/State and Zip Code

JWASSERMAN@SILLSCUMMIS.COM

E-mail address: (to be used for future annual report notification)

For further information concerning this matter, please call:

JEFFREY WASSERMAN

Name of Person

at (973)

643-5879

Area Code & Daytime Telephone Number

MAILING ADDRESS:

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

STREET ADDRESS:

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

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 ☐ \$160.00 Filing Fee, Certificate of Status & Certified Copy

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11 JUL -7 PM 1:08
SECRETARY OF STATE
TALLAHASSEE, FLORIDA



FLORIDA DEPARTMENT OF STATE
Division of Corporations

June 1, 2011

JEFFREY L. WASSERMAN
SILLS, CUMMIS & GROSS P.C.
ONE RIVERFRONT PLAZA
NEWARK, NJ 07102

SUBJECT: PUREBRANDS, LLC
Ref. Number: W11000029980

FILED
11 JUL -7 PM 1:00
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

We have received your document for PUREBRANDS, LLC and your check(s) totaling \$125.00. However, the enclosed document has not been filed and is being returned for the following correction(s):

The name designated in your document is unavailable since it is the same as, or it is not distinguishable from the name of an administratively dissolved/revoked entity. Names of administratively dissolved/revoked entities are not available for one year from the date of administrative dissolution/revocation unless the dissolved/revoked entity provides the Department of State with an affidavit or letter stating that they have no intention of reinstating, therefore, releasing the name for use to another entity.

Adding "of Florida" or "Florida" to the end of a name is not acceptable.

The document number of the name conflict is #L08000031203, PURE BRANDS, LLC.

You must submit a copy of the written consent of the managers or managing members adopting the alternate name for Florida. For your convenience, we are enclosing a fill-in-the-blank form for you to complete and return to our office for processing.

Please return your document, along with a copy of this letter, within 60 days or your filing will be considered abandoned.

If you have any questions concerning the filing of your document, please call (850) 245-6043.

Joey Bryan
Regulatory Specialist II

Letter Number: 311A00013425

Sills Cummis & Gross
A Professional Corporation

The Legal Center
One Riverfront Plaza
Newark, New Jersey 07102
Tel: (973) 643-7000
Fax: (973) 643-6500

Lillian L. Breton
Corporate Paralegal
Direct Dial: 973-643-5522
E-mail: lbretcn@sillscummis.com

One Rockefeller Plaza
New York, NY 10020
Tel: (212) 643-7000
Fax: (212) 643-6500

650 College Road East
Princeton, NJ 08540
Tel: (609) 227-4600
Fax: (609) 227-4646

July 7, 2011

Via Facsimile Delivery (850-245-6030)
Florida Department of State
Division of Corporations
P.O. Box 6327
Tallahassee, Florida 32314
Attention: Joey Bryan, Regulatory Specialist II

Re: PUREBRANDS, LLC – AUTHORITY TO TRANSACT BUSINESS IN FLORIDA
Under forced assumed name: "PUREBRANDS BR, LLC"
Document No. re conflict: L08000031203

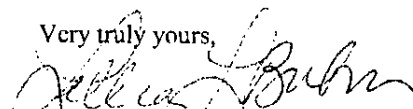
Dear Mr. Bryan,

Attached for your reference is a copy of your correspondence dated June 1, 2011 returning Purebrands, LLC's application for authority to transact business in Florida, which was initially rejected due to a current conflict with its original corporate name. As you instructed, we attach herewith an executed copy of the written consent in connection with the use of the forced assumed name: "Purebrands BR, LLC" for the company's use in Florida until the actual corporate name should become available.

I can be reached directly at 973-643-5522 or via e-mail at LBRETON@SILLSCUMMIS.COM with any questions you may have, or should you need any additional supporting documentation in connection with this filing.

Thank you for your time and consideration in this matter.

Very truly yours,


Lillian L. Breton

LLB/iom
Attachments

FILED
11 JUL -7 PM 1:00
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

**WRITTEN CONSENT TO ADOPT ALTERNATE NAME FOR USE IN THE
STATE OF FLORIDA**

We, the undersigned, do hereby certify that we are the Managers and/or Managing

Members of PUREBRANDS, LLC

(Name of Limited Liability Company)

a limited liability company duly organized and existing under the laws of

DELAWARE

(State or Country of Organization)

Because the name of this foreign limited liability company does not satisfy the

requirements of the s. 608.406, F.S., the limited liability company hereby adopts the

following name to transact business in the state of Florida:

PUREBRANDS BR, LLC

(Name to be used by limited liability company in Florida. NOTE: Name must end with Limited Liability Company, L.L.C., or LLC.)

Date: JUNE 27, 2011

Signature(s) of Manager(s) and/or Managing Member(s):

WARREN STRUHL

JESSE ITZLER

MAVERICK CARTER

FILED
11 JUL - 7 PM 1:08
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

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SECRETARY OF STATE
TALLAHASSEE, FLORIDA

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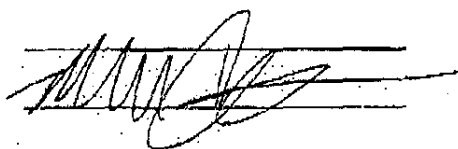
Date: JUNE 27, 2011

Signature(s) of Manager(s) and/or Managing Member(s):

WARREN STRUHL

JESSE ITZLER

MAVERICK CARTER



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11 JUL -7 PM 1:08
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

**APPLICATION BY FOREIGN LIMITED LIABILITY COMPANY FOR AUTHORIZATION TO
TRANSACTION BUSINESS IN FLORIDA**

IN COMPLIANCE WITH SECTION 608.503, FLORIDA STATUTES, THE FOLLOWING IS SUBMITTED TO REGISTER A FOREIGN LIMITED LIABILITY COMPANY TO TRANSACTIONS BUSINESS IN THE STATE OF FLORIDA:

1. PUREBRANDS, LLC

(Name of Foreign Limited Liability Company; must include "Limited Liability Company," "L.L.C.," or "LLC.")

PUREBRANDS BR, LLC

(If name unavailable, enter alternate name adopted for the purpose of transacting business in Florida and attach a copy of the written consent of the managers or managing members adopting the alternate name. The alternate name must include "Limited Liability Company," "L.L.C.," "LLC.")

2. DELAWARE

(Jurisdiction under the law of which foreign limited liability company is organized)

3.

(FEI number, if applicable)

4. 1/25/10

(Date of Organization)

5.

(Duration: Year limited liability company will cease to exist or "perpetual")

6. MAY 25, 2011

(Date first transacted business in Florida, if prior to registration.)
(See sections 608.501 & 608.502 F.S. to determine penalty liability)

7. 1040 HOLLAND DRIVE

BOCA RATON, FL 33487

(Street Address of Principal Office)

8. If limited liability company is a manager-managed company, check here ☐

9. The name and usual business addresses of the managing members or managers are as follows:

Warren Struhl, c/o PureBrands, 1040 Holland Dr., Boca Raton, FL 33487

Maverick Carter, c/o PureBrands, 1040 Holland Dr., Boca Raton, FL 33487

Jesse Itzler, c/o PureBrands, 1040 Holland Dr., Boca Raton, FL 33487

10. Attached is an original certificate of existence, no more than 90 days old, duly authenticated by the official having custody of records in the jurisdiction under the law of which it is organized. (A photocopy is not acceptable. If the certificate is in a foreign language, a translation of the certificate under oath of the translator must be submitted.)

11. Nature of business or purposes to be conducted or promoted in Florida:

sales and marketing


Signature of a member or an authorized representative of a member.

(In accordance with section 608.408(3), F.S., the execution of this document constitutes an affirmation under the penalties of perjury that the facts stated herein are true. I am aware that any false information submitted in a document to the Department of State constitutes a third degree felony as provided for in s.817.155, F.S.)

Jeffrey Wasserman, Authorized Representative

Typed or printed name of signee

FILED
11 JUL -7 PM 1:08
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

**CERTIFICATE OF DESIGNATION 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 TO DESIGNATE A REGISTERED OFFICE AND REGISTERED AGENT IN THE STATE OF FLORIDA.

1. The name of the Limited Liability Company is:

PUREBRANDS, LLC

If unavailable, the alternate to be used in the state of Florida is:

2. The name and the Florida street address of the registered agent and office are:

WARREN STRUHL

(Name)

1040 HOLLAND DRIVE

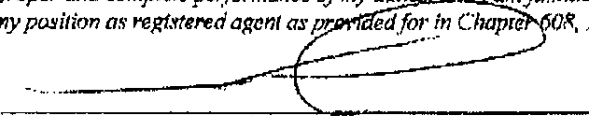
Florida Street Address (P.O. Box NOT ACCEPTABLE)

BOCA RATON

FL 33487

City/State/Zip

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, Florida Statutes.


(Signature)

\$ 100.00	Filing Fee for Application
\$ 25.00	Designation of Registered Agent
\$ 30.00	Certified Copy (optional)
\$ 5.00	Certificate of Status (optional)

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11 JUL -7 PM 1:08
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY "PUREBRANDS, LLC" IS DULY FORMED UNDER THE LAWS OF THE STATE OF DELAWARE AND IS IN GOOD STANDING AND HAS A LEGAL EXISTENCE SO FAR AS THE RECORDS OF THIS OFFICE SHOW, AS OF THE TWENTY-FIFTH DAY OF MAY, A.D. 2011.

AND I DO HEREBY FURTHER CERTIFY THAT THE SAID "PUREBRANDS, LLC" WAS FORMED ON THE FIFTEENTH DAY OF JANUARY, A.D. 2010.

AND I DO HEREBY FURTHER CERTIFY THAT THE ANNUAL TAXES HAVE BEEN PAID TO DATE.

FILED
11 JUL -7 PM 1:08
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

4777768 8300

110621801

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8788127

DATE: 05-25-11