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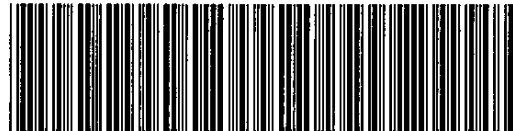
CORRECT #4 + #2 on cert. of conv.

DATE 9/5/07

FOR EXAM. *let*

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Effective Date *8/31/07*

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SECRETARY OF STATE
DIVISION OF CORPORATIONS
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CT

a Wolters Kluwer business

CT
1203 Governors Square Blvd.
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850 222 1092 tel
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August 31, 2007

Department of State, Florida
Clifton Building
2611 Executive Center Circle
Tallahassee FL 32301

Re: Order #: 7014687 SO
Customer Reference 1: 34200
Customer Reference 2: 0000

Dear Department of State, Florida:

Please obtain the following:

Kobren Insight Group, Inc. (FL)
Incorporation
Florida

Kobren Insight Group, Inc. (FL)
Conversion
Florida

Enclosed please find a check for the requisite fees. Please return document(s) to the attention of the undersigned.

If for any reason the enclosed cannot be processed upon receipt, please contact the undersigned immediately at (850) 222-1092. Thank you very much for your help.

Sincerely,

Connie R Bryan
Senior Fulfillment Specialist
Connie.Bryan@wolterskluwer.com

CERTIFICATE OF CONVERSION

for

OTHER BUSINESS ENTITY

into

FLORIDA PROFIT CORPORATION

Pursuant to Chapter 607 of the Florida Statutes,
generally known as the "Florida Business Corporation Act"

Effective Date
8/31/07

07 AUG 31 PM 3:14
SECRETARY OF STATE
DIVISION OF CORPORATIONS

1. The name of the "Other Business Entity" immediately prior to the filing of this Certificate of Conversion is: KOBREN INSIGHT GROUP, INC.
2. The "Other Business Entity" is a corporation first incorporated under the laws of Massachusetts, on October 1, 1995.
3. The jurisdiction immediately prior to filing this Certificate is Massachusetts.
4. The name of the Florida Profit Corporation as set forth in the attached Articles of Incorporation is: KOBREN INSIGHT GROUP, INC.
5. The effective time and date of this Certificate shall be the close of business on August 31, 2007.

I, the Undersigned, for the purpose of forming a corporation under the laws of the State of Florida, do make, file and record this Certificate, and do certify that the facts herein stated are true, and I have accordingly hereunto set my hand this 31 day of August, 2007.


Eric M. Kobren, Incorporator

ARTICLES OF INCORPORATION

OF

KOBREN INSIGHT GROUP, INC.

Pursuant to Chapter 607 of the Florida Statutes,
generally known as the "Florida Business Corporation Act"

ARTICLE I

NAME

The name of the corporation (hereinafter called the "Corporation") is Kobren Insight Group, Inc.

ARTICLE II

PRINCIPAL OFFICE

The principal place of business and mailing address of the Corporation is 1281 Gulf of Mexico Drive, Apartment 807, Longboat Key, Florida 34228.

ARTICLE III

PURPOSE

The purpose for which the Corporation is organized is:

(a) To engage in the business of advertising, list management and brokerage, and to engage in such other businesses or activities as may be accessory, incidental or related thereto.

(b) To carry on any one or more other businesses, operations or activities which may be lawfully carried on by a corporation organized under Chapter 607 of the Florida Statutes, commonly known as the "Florida Business Corporation Act" (the "Act") of the State of Florida as from time to time amended, and to use and exercise all powers granted to such corporations by said Act, whether or not related or incidental to or useful in connection with any of the businesses referred to in the foregoing paragraph; and

(c) To do any and all acts and things in this Article III set forth to the same extent as might an individual, whether as principal, agent, contractor or otherwise, and whether alone or in conjunction or jointly with others or in partnership with others or through a wholly or partly owned subsidiary or otherwise.

ARTICLE IV

SHARES

(a) Authorized Shares. The total number of shares of all classes of stock which the Corporation shall have authority to issue is 20,000 shares of Class A Voting Common Stock, no

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DIVISION OF CORPORATIONS
07 AUG 31 PM 3:14

Effective Date
8/31/07

par value (the "Class A Stock"), and 180,000 shares of Class B Non-Voting Common Stock, no par value (the "Class B Stock").

(b) Voting Rights. The entire voting power of the Corporation is vested exclusively in the shares of the Class A Stock and the holders thereof shall have one (1) vote on any matter requiring a vote of stockholders for each share of the Class A Stock issued and outstanding and held by them.

The shares of the Class B Stock shall have no voting rights and the holders thereof shall not be entitled to notice of or to be present or vote at any meeting of stockholders, except as otherwise provided by the Act or the provisions hereof.

In the event that at any time no shares of the Class A Stock remain outstanding for whatever reason whatsoever, the voting power of the Corporation shall thereupon vest in the shares of the Class B Stock and the holders thereof shall then have one (1) vote on any matter requiring a vote of the stockholders for each share of the Class B Stock issued and outstanding and held by them.

(c) Dividends, etc. The holders of each authorized class of capital stock shall share equally, share for share, in all dividends and distributions, without regard to class. In all recapitalizations, the holders of each class shall receive identical treatment, share for share, without regard to class.

(d) Liquidation. Upon any liquidation, dissolution or winding up of the Corporation, whether voluntary or involuntary, the holders of each authorized class of capital stock shall receive identical treatment, share for share, without regard to class.

(e) Other Rights. Except as specifically set forth herein, the shares of the Class A Stock and the shares of the Class B Stock shall be identical in all respects and shall have equal rights, powers and privileges.

ARTICLE V

INITIAL OFFICERS AND DIRECTORS

The name, address and specific title of each officer and director are as follows:

	<u>NAME</u>	<u>ADDRESS</u>
President:	Eric M. Kobren	1281 Gulf of Mexico Drive, Apartment 807 Longboat Key, Florida 34228
Treasurer:	Eric M. Kobren	1281 Gulf of Mexico Drive, Apartment 807 Longboat Key, Florida 34228
Secretary:	Catherine S. Kobren	1281 Gulf of Mexico Drive, Apartment 807 Longboat Key, Florida 34228
Directors:	Eric M. Kobren	1281 Gulf of Mexico Drive, Apartment 807 Longboat Key, Florida 34228
	Catherine S. Kobren	1281 Gulf of Mexico Drive, Apartment 807 Longboat Key, Florida 34228
	Jack Kobren	6382 Reflection Point Circle Boynton Beach, Florida 33437

ARTICLE VI

REGISTERED AGENT

The name and Florida street address of the registered agent of the Corporation are as follows:

NAME

ADDRESS

Eric M. Kobren

1281 Gulf of Mexico Drive, Apartment 807
Longboat Key, Florida 34228

ARTICLE VII

INCORPORATOR

The name and the mailing address of the incorporator is as follows:

NAME

ADDRESS

Eric M. Kobren

1281 Gulf of Mexico Drive, Apartment 807
Longboat Key, Florida 34228

ARTICLE VIII

EFFECTIVE DATE

The effective time and date of incorporation under the Act is the close of business on **August 31, 2007.**

I, the Undersigned, for the purpose of forming a corporation under the laws of the State of Florida, do make, file and record these Articles, and do certify that the facts herein stated are true, and I have accordingly hereunto set my hand this 1 day of August, 2007.


Eric M. Kobren, Incorporator

I, the Undersigned, having been named as registered agent to accept service of process for the above stated Corporation at the place designated in these Articles, do certify that I am familiar with and accept the appointment as registered agent and agree to act in this capacity, and I have accordingly hereunto set my hand this 1 day of August, 2007.


Eric M. Kobren, Registered Agent