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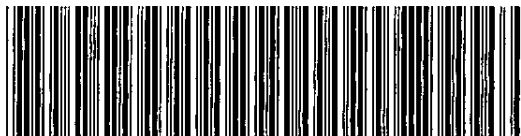
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2007 NOV 16 P 4: 06

SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

*Paul*  
11/19/07



ATTORNEYS & COUNSELORS AT LAW

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Suite 101  
Longwood, FL 32750

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November 13, 2007

**VIA U.S. MAIL**

Department of State  
Division of Corporations  
P. O. Box 6327  
Tallahassee, FL 32314

**Re: Brand Experia Design, Inc.**

Dear Sir or Madam,

Enclosed please find one original and a copy of the Articles of Incorporation for Brand Experia Design, Inc. Also enclosed please find a check in the amount of \$78.75 to cover the filing fee as well as the fee for a certified copy.

Please return a certified copy to me with the stamped in date and your cover letter indicating the corporate number.

Thank you for your attention to this matter.

Very truly yours,

A large, stylized handwritten signature in black ink, consisting of a large 'S' and 'K' joined together, with a long horizontal flourish extending to the right.

Steven D. Kramer, Esq.

SDK/ak  
Enclosure

**FILED**

**ARTICLES OF INCORPORATION**

**OF**

2007 NOV 16 P 4:06

**BRAND EXPERIA DESIGN, INC.**

SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

The undersigned subscribers to these Articles of Incorporation, natural persons competent to contract, hereby form a corporation for profit under the laws of the State of Florida.

**ARTICLE I - NAME**

The name of the corporation is **BRAND EXPERIA DESIGN, INC.**

**ARTICLE II - NATURE OF BUSINESS**

The general character or nature of the business to be transacted by this corporation is as follows:

(a) To acquire by purchase, lease or otherwise, lands and interest in lands, and to own, hold, improve, develop and manage any real estate so acquired, and to erect, or cause to be erected, on any lands owned, held or occupied, and to encumber or dispose of any lands, or interest in lands, and any buildings or other structures, at any time owned or held by the corporation.

To buy, sell, mortgage, exchange, lease, hold for investment or otherwise, use and operate, real estate of all kinds improve or unimproved, or any right or interest therein.

(b) To acquire, by purchase, lease, manufacture or otherwise, any personal property deemed necessary or useful in the equipment, furnishing, improvement, development or management of any property, real or personal, at any time owned, held or occupied by the corporation, and to invest, trade, lease, rent, encumber or dispose of any personal property at any time owned or held by the corporation.

(c) To contract debts and borrow money, issue and sell or pledge bonds, debentures, notes and other evidences of indebtedness, and to execute such mortgages, transfers of corporate property, or other instruments to secure the payment of corporate indebtedness as required.

(d) To purchase the corporate assets of any other corporation and engage in the same or other character of business.

(e) To become a partner with any person or persons, corporation, or any other business entity and engage in the same or other character of business.

(f) To guarantee, endorse, purchase, hold, sell, transfer, mortgage, pledge or otherwise acquire or dispose of the shares of capital stock of, or any bonds, securities, or other evidences of indebtedness created by any other corporation of the State of Florida or any other state or government, and while owner of such stock, to exercise all the rights, powers and privileges of ownership, including the right to vote such stock.

(g) To enter into, make, perform and carry out contracts and agreements of every kind, for any lawful purpose, without limit as to amount, with any firm, association or corporation, or calculated to facilitate the same.

(h) To carry on any or all of its operations and business, and to promote its objects within the State of Florida or elsewhere, without restriction as to place or amount; and to have, use, exercise and enjoy all of the general powers of like corporations.

(i) To do any or all of the things herein set forth to the same extent as natural persons might or could do, and in any part of the world as principals, agents, contractors or otherwise, alone or in company with others, and to do and perform all such things and acts as may be necessary, profitable or expedient in carrying on any of the business or acts above named.

The intention is that none of the objects and powers as hereinabove set forth, except where otherwise specified in this Article, shall be in anyway limited or restricted by reference to or inference from the terms of any other objects, powers, or clauses of this Article or any other Articles; but that the objects and powers specified in each of the clauses in this Article shall be regarded as independent objects and powers.

### **ARTICLE III - CAPITAL STOCK**

The maximum number of shares of stock which this corporation is authorized to have outstanding at any time is 7,000 shares of common stock, each share having a par value of \$1.00. Said authorized shares may be divided into voting and non-voting shares before issuance by action of the Board of Directors; provided however, that in the event such designation is specifically made by the Board of Directors, said stock shall be deemed voting.

Authorized capital stock may be paid for in cash, service or property at a just value to be fixed by the Board of Directors of this corporation at any regular or special meeting.

### **ARTICLE IV - INITIAL CAPITAL**

The amount of the capital with which this corporation shall begin business is \$1,000.00.

**ARTICLE V - TERM OF EXISTENCE**

This corporation shall have perpetual existence.

**ARTICLE VI - PRINCIPAL OFFICE**

The initial street address of the principal office of this corporation is to be at **300 International Parkway, Suite 230, Heathrow, FL 32746**. The Board of Directors may from time to time designate such other address and place for the principal office of this corporation as it may see fit.

**ARTICLE VII - DIRECTORS**

The corporation shall have ONE director initially. The number of directors may be increased or diminished from time to time as provided in the By-laws, but shall never be less than one.

**ARTICLE VIII - INITIAL DIRECTORS**

The names and street addresses of the initial directors who shall hold office until their successors are elected and have qualified are as follows:

<u>NAME</u>	<u>ADDRESS</u>
<b>Aaron Allen</b>	<b>300 International Parkway Suite 230 Heathrow, FL 32746</b>

**ARTICLE IX -OFFICERS**

The corporation shall have FOUR officers initially consisting of the Treasurer, Secretary, Vice-President, and President. The positions, qualifications, and duties of each of the officers shall be defined in the Bylaws.

**ARTICLE X - INITIAL OFFICERS**

The names and street addresses of the initial officers who shall hold office until their successors are elected and have qualified are as follows:

<u>NAME</u>	<u>ADDRESS</u>	<u>POSITION</u>
<b>Aaron Allen</b>	<b>300 International Parkway Suite 230 Heathrow, FL 32746</b>	<b>President</b>

**Aaron Allen**                      **300 International Parkway**                      **Secretary**  
   **Suite 230**  
   **Heathrow, FL 32746**

**Aaron Allen**                      **300 International Parkway**                      **Treasurer**  
   **Suite 230**  
   **Heathrow, FL 32746**

**ARTICLE XI - SUBSCRIBERS**

The names and street addresses of the subscribers to these Articles of Incorporation, the number of shares agreed to take and the value of the consideration therefor are as follows:

<u>Name</u>	<u>Address</u>	<u>Number of Shares</u>	<u>Amount</u>
<b>Aaron Allen</b>	<b>300 International Parkway</b> <b>Suite 230</b> <b>Heathrow, FL 32746</b>	<b>1000</b>	<b>\$1,000</b>

**ARTICLE XII - EFFECTIVE DATE**

These Articles of Incorporation shall be effective on the date they are filed with the State of Florida, Division of Corporations.

**ARTICLE XIII - REGISTERED AGENT**


The registered agent of this corporation shall be:

<u>Name</u>	<u>Address</u>
<b>Aaron Allen</b>	<b>300 International Parkway</b> <b>Suite 230</b> <b>Heathrow, FL 32746</b>

**ARTICLE XIV - AMENDMENT**

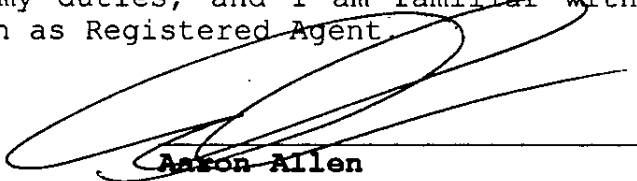
These Articles of Incorporation may be amended in the manner provided by law. Every amendment shall be approved by the Board of Directors, proposed by them to the stockholders, and approved at a stockholders' meeting by a majority of the stockholders entitled to vote thereon, manifesting their intention that a certain amendment to these Articles of Incorporation be made.

IN WITNESS WHEREOF, We have hereunto set our hands and seals, acknowledged and filed the foregoing Articles of Incorporation under the laws of the State of Florida this \_\_\_\_ day of October, 2007.



Aaron Allen  
300 International Parkway  
Suite 230  
Heathrow, FL 32746

Having been named as Registered Agent and to accept Service of Process, for the above-stated corporation at the place designated herein, 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.



Aaron Allen  
300 International Parkway  
Suite 230  
Heathrow, FL 32746

DATE: 10/22/07

**FILED**  
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SECRETARY OF STATE  
TALLAHASSEE, FLORIDA