

**Electronic Articles of Incorporation
For**

P09000003262
FILED
January 12, 2009
Sec. Of State
vingram

50 EAST COMPANY

The undersigned incorporator, for the purpose of forming a Florida profit corporation, hereby adopts the following Articles of Incorporation:

Article I

The name of the corporation is:

50 EAST COMPANY

Article II

The principal place of business address:

7161 SW 15TH STREET
PEMBROKE PINES, FL. US 33023

The mailing address of the corporation is:

7161 SW 15TH STREET
PEMBROKE PINES, FL. US 33023

Article III

The purpose for which this corporation is organized is:

TO OFFER MEN AND WOMEN'S APPAREL TO CONSUMERS

Article IV

The number of shares the corporation is authorized to issue is:

1

Article V

The name and Florida street address of the registered agent is:

JUDY GUARNIERI
7161 SW 15TH STREET
PEMBROKE PINES, FL. 33023

I certify that I am familiar with and accept the responsibilities of registered agent.

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Registered Agent Signature: JUDY GUARNIERI

Article VI

The name and address of the incorporator is:

JUDY GUARNIERI
7161 SW 15TH STREET

PEMBROKE PINES FL, 33023

Incorporator Signature: JUDY GUARNIERI

Article VII

The initial officer(s) and/or director(s) of the corporation is/are:

Title: PVST
JUDY GUARNIERI
7161 SW 15TH STREET
PEMBROKE PINES, FL. 33023 US

Title: D
JUDY GUARNIERI
7161 SW 15TH STREET
PEMBROKE PINES, FL. 33023 US

Article VIII

The effective date for this corporation shall be:

01/12/2009