Electronic Articles of Incorporation For

P10000077177 FILED September 21, 2010 Sec. Of State rdunlap

FINE'S JEWELER INC

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:

FINE'S JEWELER INC

Article II

The principal place of business address:

13170 ATLANTIC BLVD 61 JACKSONVILLE, FL. 32225

The mailing address of the corporation is:

2023 WILLESDON DR E JACKSONVILLE, FL. 32246

Article III

The purpose for which this corporation is organized is: ANY AND ALL LAWFUL BUSINESS.

Article IV

The number of shares the corporation is authorized to issue is: 1000

Article V

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

FREDDY Q HO 2023 WILLESDON DR E JACKSONVILLE, FL. 32246 I certify that I am familiar with and accept the responsibilities of registered agent.

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Registered Agent Signature: FREDDY Q. HO

Article VI

The name and address of the incorporator is:

FREDDY Q. HO 2023 WILLESDON DR E

JACKSONVILLE FL 32246

Incorporator Signature: FREDDY Q. HO

Article VII

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

Title: P FREDDY Q HO 2023 WILLESDON DR E JACKSONVILLE, FL. 32246

Title: VP MAI XUAN T PHAN 2023 WILLESDON DR E JACKSONVILLE, FL. 32246

Article VIII

The effective date for this corporation shall be:

09/21/2010