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FLORIDA PROFIT/NON PROFIT CORPORATION
PURPLICIOUS, INC.

Certificate of Status	0
Certified Copy	1
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ARTICLES OF INCORPORATION OF PURPLICIOUS, INC.

The undersigned, acting as incorporator of a corporation under the Florida General Corporation Act, adopts the following Articles of Incorporation for such corporation:

ARTICLE ONE - NAME

The name of the corporation is Purplicious, Inc.

ARTICLE TWO - DURATION

This corporation shall have perpetual existence.

ARTICLE THREE - PURPOSE

This corporation is organized for the purpose of transacting any and all lawful business.

ARTICLE FOUR - CAPITAL STOCK

This corporation is authorized to issue seven thousand five hundred (7,500) shares of one (\$1.00) dollar par value common stock.

ARTICLE FIVE - INITIAL REGISTERED OFFICE AND AGENT

The street address and mailing address of the initial principal office of this corporation is 1800 West Garden Street, Pensacola, Florida 32502.

ARTICLE SIX - INITIAL BOARD OF DIRECTORS AND SPECIFIC POWERS

This corporation currently has two (2) directors. The number of directors may be either increased or diminished from time to time by the By-Laws but shall never be less than one (1). The names and addresses of the initial directors of this corporation are:

<u>NAME</u>	<u>ADDRESS</u>
Sherry Rushing Hulien	2501 Gulf Breeze Avenue, Pensacola, Florida 32507
Barton Powell Hulien	2501 Gulf Breeze Avenue, Pensacola, Florida 32507

ARTICLE SEVEN - INCORPORATOR

The names and addresses of the Incorporators are:

<u>NAME</u>	<u>ADDRESS</u>
Sherry Rushing Hulien	2501 Gulf Breeze Avenue, Pensacola, Florida 32507
Barton Powell Hulien	2501 Gulf Breeze Avenue, Pensacola, Florida 32507

Robert S. Rushing, Esq., FL Bar No: 0013946
Carver Darden
801 W. Romana Street - Suite A
Pensacola, FL 32502 Phone: (850) 266-2300
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ARTICLE EIGHT - BY-LAWS

The power to adopt, alter, amend or repeal By-Laws shall be vested in the shareholders.

ARTICLE NINE - INDEMNIFICATION

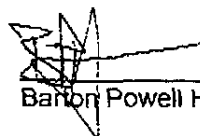
The corporation shall indemnify any officer or director or any former officer or director, to the full extent permitted by law.

ARTICLE TEN - REGISTERED AGENT

The name and address of the registered agent of this corporation is Sherry Rushing Hullen, Hulien 1800 West Garden Street, Pensacola, Florida 32502.

IN WITNESS WHEREOF, the undersigned incorporator has executed these Articles of Incorporation on this 25th day of January, 2011.


Sherry Rushing Hullen, Incorporator


Barton Powell Hullen, Incorporator

Having been named as registered agent to accept service of process for the above stated corporation at the place designated in this certificate, I am familiar with and accept the appointment as registered agent and agree to act in this capacity

Dated the 25th day of January, 2011


Sherry Rushing Hullen, Registered Agent

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