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FLORIDA PROFIT/NON PROFIT CORPORATION  
New Affinity Concepts Corp.

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**ARTICLES OF INCORPORATION  
OF NEW AFFINITY CONCEPTS CORP.**

*In compliance with Chapter 607 and/or Chapter 621 of Florida Statutes (Profit):*

**ARTICLE I**

**Name**

*The name of the Corporation is: New Affinity Concepts Corp.*

**ARTICLE II**

**Principal Office and Mailing Address**

*The address of the Corporation's principal office and its mailing address are:  
2103 Coral Way, Suite 202, Miami, FL 33145*

**ARTICLE III**

**Duration and Commencement of Corporate Existence**

*The Corporation shall exist perpetually. The corporate existence commenced upon filing of the Articles of Incorporation.*

**ARTICLE IV**

**Capital Stock**

*The Corporation is authorized to issue One Thousand (1,000) shares of common stock of the Corporation having a par value of one cent (\$.01) per share.*

**ARTICLE V**

**Nature of the Business**

*The Corporation is organized for the specific purpose of the practice of law for charitable organizations as permitted all states of the United States and otherwise transacting any and all lawful business related thereto.*

*It will also be the intention and purpose of the Corporation to develop and deliver its services for clients in ways which nurture and support humanity, including business practices which reflect the Corporation's commitment to use its best efforts to operate the business in alignment with the following chosen values:*

- 1. Respect and care for our employees and their roles in the Corporation and in life in general, both as employees and as fathers or mothers, sons or daughters, friends or partners of others in life and as members of the communities in which they live and work, creating an environment in which the employees enjoy coming to work and feel inspired and enabled in their own personal growth.*
- 2. Respect for our customers and vendors, always dealing with them fairly and honestly, so they feel our authentic interest in their welfare as well as our own.*
- 3. Respect for the environment, doing business in ways that support and maintain a healthy and sustainable relationship between the Corporation and the environment that we affect, both locally and globally.*
- 4. Respect for the communities in which we do business, finding ways to give something back to them in order to express our gratitude for their contribution to us and the lives of our customers, employees and vendors.*
- 5. Respect for our stockholders, creating long term value for them in gratitude for their contributions to our success and growth.*

*This statement of values is expressed in order to set high goals for ourselves and to establish a core foundation around which a natural self-organizing and evolving process can occur for the Corporation, subject, however, to the condition and limitation that it is not intended and shall not be construed at any time as the basis for any demands or*

legal actions by anyone who believes that we have not met these goals, although the Corporation will develop a reasonable forum for addressing such issues when they arise.

#### ARTICLE VI

##### Registered Agent and Office

The name of the registered agent of the Corporation is William R. Burdette, residing at 6795 SW 74<sup>th</sup> Street, South Miami, FL 33143.

#### ARTICLE VII

##### Initial Officers and Directors

The officers and directors of the Corporation shall be as follows:

William R. Burdette	President, Secretary, & Director	2103 Coral Way, Suite 202, Miami, FL 33145
Alexandra Esher	Vice President, Director	2103 Coral Way, Suite 202, Miami, FL 33145

#### ARTICLE VIII

##### Incorporator

The name and address of the incorporator of the Corporation is William R. Burdette, residing at 6795 SW 74<sup>th</sup> Street, South Miami, FL 33143.

#### ARTICLE IX

##### Bylaws

The power to adopt, alter, amend or repeal bylaws shall be vested in the Board of Directors and shareholders of the Corporation.

#### ARTICLE IX

##### Indemnification

The Corporation shall indemnify, to the full extent permitted by law, the Incorporator and any officer and director of the Corporation.

IN WITNESS WHEREOF, the undersigned has caused these Articles of Incorporation to be duly executed as of the 23<sup>rd</sup> day of November, 2011.

NEW AFFINITY CONCEPTS CORP.

By: 

William R. Burdette, President

#### Acceptance of Registered Agent

The undersigned acknowledges that he is familiar with and accepts the appointment as registered agent and agrees to act in this capacity.



William R. Burdette

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