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FLORIDA PROFIT/NON PROFIT CORPORATION
ELLA COLLECTION, INC.

Certificate of Status	0
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SECRETARY OF STATE
TALLAHASSEE, FLORIDAARTICLES OF INCORPORATION
OF

ELLA COLLECTION, INC.

WE, THE UNDERSIGNED, being desirous of associating ourselves together for the purpose of becoming a corporation for profit under the laws of the State of Florida, do make, subscribe and acknowledge these Articles of Incorporation, pursuant to Chapter 607 of the Florida Business Corporation Act, and other applicable provisions of the Corporation Law of the State of Florida, and acts amendatory thereof and supplemental thereto.

FIRST: The name of the corporation is:

ELLA COLLECTION, INC.

SECOND: The purpose of the corporation is to engage in any lawful act or activity for which corporations may be organized under the corporation laws of the State of Florida.

THIRD: The Corporation shall be authorized to issue the following shares:

<u>Class</u>	<u>Number of Shares</u>	<u>Par Value</u>
Common	200	None

FOURTH: The address of the initial registered office of this corporation in this state is c/o: Woi Yung Choi, 550 S. Rosemary Avenue, Suite 162, West Palm Beach, FL 33401 and the name of the registered agent at said address is Woi Yung Choi

FIFTH: The street address of the initial principal office of this corporation (wherever located) 550 S. Rosemary Avenue, Suite 162, West Palm Beach, FL 33401

SIXTH: The name and address of the incorporator are as follows:

<u>NAME</u>	<u>ADDRESS</u>
Woi Yung Choi	550 S. Rosemary Avenue, Suite 162 West Palm Beach, FL 33401

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SEVENTH: Any person who was or is a party or is threatened to be made a party to any proceeding, (whether or not by or in the right of the corporation) by reason of the fact that he is or was a director, officer, employee, or agent of the corporation, or is or was serving at the request of the corporation as a director, officer, employee, or agent of another corporation, partnership, joint venture, trust, or other enterprise, shall be entitled to be indemnified by the corporation to the full extent then permitted by law against liability incurred in connection with such proceeding, including any appeal thereof. Such right of indemnification shall inure whether or not the claim asserted is based on matters which antedate the adoption of this Article SEVENTH. Such right of indemnification shall continue as to a person who has ceased to be a director, officer, employee, or agent and shall inure to the benefit of the heirs and personal representatives of such a person. The indemnification provided by this Article SEVENTH shall not be deemed exclusive of any other rights which may be provided now or in the future under any provisions currently in effect or hereafter adopted by the By-Laws, by any agreement, by vote of stockholders, by resolution of disinterested directors, by provision of law, or otherwise.

EIGHTH: No director of the corporation shall be personally liable to the corporation or any other person for monetary damages for breach of fiduciary duty as a director, except for liability (i) for a violation of criminal law, unless the director has reasonable cause to believe his conduct was lawful or had no reasonable cause to believe his conduct was unlawful, (ii) for any transaction from which the director directly or indirectly derived an improper personal benefit, (iii) under section 607.144 of the Florida General Corporation Act, (iv) for conscious disregard for the best interest of the corporation or willful misconduct, or (v) for recklessness or an act or omission which was committed in bad faith or with a malicious purpose or in a matter exhibiting wanton and willful disregard of human, rights, safety, or property.

IN WITNESS WHEREOF, the undersigned have signed this February 28, 2012.

Made and subscribed these Articles of Incorporation at White Plains, New York for the uses and purposes aforesaid.

x Choi, Woi Yung
Woi Yung Choi

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SECRETARY OF STATE
TALLAHASSEE, FLORIDA

ACCEPTANCE AS REGISTERED AGENT

OF

ELLA COLLECTION, INC.

Having been named to accept service of process for the above state corporation, at the place designated in this certificate, I hereby agree to act in this capacity, and I further agree to comply with the provisions of all statutes relative to the proper and complete performance of my duties.

February 28, 2012

ELLA COLLECTION, INC.

x CHOI, WOI YUNG
Woi Yung Choi, President

550 S. Rosemary Avenue, Suite 162
West Palm Beach, FL 33401

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