

**HLA**  
ADVERTISING & PUBLIC RELATIONS

**P96000015217**

June 5, 2000

Florida Department of State  
Division of Corporations  
P.O. Box 6327  
Tallahassee, Florida 32314

200003294932-1  
-06/19/00--01017--005  
\*\*\*\*\*43.75 \*\*\*\*\*43.75

Regarding: Name Change

Please process the attached Amendment to our Articles of Incorporation for a name change.

Enclosed is the filing fee and one certified copy of the amendment of \$43.75. Our phone number is 813-286-7799. Our address is 500 N. Westshore Blvd., Tampa, Florida 33609.

Our incorporation number is: P96000015217

Thank you,

*John R. Bichsel*

John R. Bichsel  
CFO

FILED  
00 JUN 16 PM 4:34  
SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

*AC*  
T. LEWIS JUN 16 2000



**FLORIDA DEPARTMENT OF STATE**

**Katherine Harris**  
Secretary of State

June 8, 2000

**JOHN R. BICHSEL**  
**HLA ADVERTISING & PUBLIC RELATIONS**  
**500 N. WESTSHORE BLVD., SUITE 605**  
**TAMPA, FL 33609**

**SUBJECT: MARKETING OPTIONS, INC.**  
**Ref. Number: P96000015217**

We have received your document for MARKETING OPTIONS, INC., however, upon receipt of your document no check was enclosed. Please send a check or money order payable to the Department of State for \$43.75.

The amendment must be signed by an incorporator if adopted by the incorporators or by a director if adopted by the directors.

If you have any questions concerning this matter, please either respond in writing or call (850) 487-6905.

**Thelma Lewis**  
Corporate Specialist Supervisor

**Letter Number: 300A00032473**

**ARTICLES OF AMENDMENT  
TO  
ARTICLES OF INCORPORATION  
OF**

**FILED**  
00 JUN 16 PM 4:34  
SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

Marketing Options, Inc.

Incorporation number P96000015217

(present name)

*Pursuant to the provisions of section 607.1006, Florida Statutes, this Florida profit corporation adopts the following articles of amendment to its articles of incorporation:*

**FIRST:** Amendment (s) adopted: *(indicate article number(s) being amended, added or deleted)*

**ARTICLE I. NAME**

We delete the name Marketing Options, Inc.  
and replace it with HLA Marketing Communications, Inc.

**SECOND:** If an amendment provides for an exchange, reclassification or cancellation of issued share, provisions for implementing the amendment if not contained in the amendment itself, are as follows:

**THIRD:** The date of each amendment's adoption: June 1, 2000

**FOURTH:** Adoption of Amendment(s) (CHECK ONE)

- ☒ The amendment(s) was/were approved by the shareholders. The number of votes cast for the amendment(s) was/were sufficient for approval.
- ☐ The amendment(s) was/were approved by the shareholders through voting groups. The following statement must be separately provided for each voting group entitled to vote separately on the amendment(s):

(continued)

"The number of votes cast for the amendments(s) was/were sufficient  
for approval by \_\_\_\_\_"  
voting group

- ☒ The amendment(s) was/were adopted by the board of directors without shareholder action and shareholder action was not required.
- ☐ The amendment(s) was/were adopted by the incorporators without shareholder action and shareholder action was not required.

Signed this 1st day of June, 2000

Signature

John R. Bichsel

(By the Chairman or Vice Chairman of Board of Directors, President or other office if adopted  
by the shareholders)

OR

(By a director if adopted by the directors)

OR

(By an incorporator if adopted by incorporators)

John R. Bichsel

Typed or printed name

Chief Financial Officer

Title