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ARTICLES OF INCORPORATION

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<u>OF</u>

SECRETARY OF STATE TALLAHASSEE, FLORIDA

MAYOR'S JEWELERS ACQUISITION CORP.

The undersigned does hereby make and execute these Articles of Incorporation for the purpose of forming a corporation under the Florida Business Corporation Act:

ARTICLE I:

<u>Name</u>

The name of the corporation is Mayor's Jewelers Acquisition Corp.

ARTICLE II

Initial Principal Office and Mailing Address

The street address of the initial principal office and mailing address of the corporation shall be:

14051 Northwest 14th Street Sunrise, Florida 33323

The board of directors of the corporation, or an officer of the corporation acting under the authority of the board of directors, is authorized to change the principal office and mailing address of the corporation from time to time without amendment to these Articles of Incorporation.

ARTICLE III

Authorized Shares

The aggregate number of shares which the corporation shall have authority to issue is one thousand (1,000) shares of common stock. The par value of each such share shall be \$.01 per share.

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ARTICLE IV

Registered Office and Agent

The street address of the corporation's initial registered office is:

CT Corporation System 1200 S. Pine Island Road Plantation, Florida 33324

The name of the corporation's initial registered agent at that office is CT Corporation System.

ARTICLE V

<u>Incorporator</u>

The name and address of the incorporator are:

Robert G. Robison Morgan, Lewis & Bockius LLP 101 Park Avenue New York, New York 10178

ARTICLE VI

Purpose and Powers

The corporation is organized for the purpose of transacting any and all lawful business for which corporations may be incorporated under the Florida Business Corporation Act and under the laws of any jurisdiction in which the corporation may operate. The corporation shall have all lawful powers necessary or appropriate to conduct such business including, but not limited to, all corporate powers which corporations may have under the Florida Business Corporation Act.

ARTICLE VII

Indemnification of Officers and Directors

The corporation shall indemnify and may insure its officers and directors to the fullest extent permitted by law.

	IN WITNESS WHEREOF, these Arti	cles of Incorporation have been executed
his	th day of July, 1998.)

Robert G. Robison Incorporator

Acceptance By Registered Agent

The undersigned hereby accepts the appointment as registered agent of Mayor's Jewelers Acquisition Corp. and agrees to comply with the provisions of the laws of Florida, including section 48.091, Florida Statutes, providing for the keeping open of the registered office for service of process.

The undersigned is familiar with, and accepts, the obligations of the position of registered agent.

Dated: July 22, 1998.

By: Come Ray

CT Corporation System

Registered Agent

CONNIE BRYAN SPECIAL ASSISTANT SECRETARY

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SECRETARY OF STATE