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ARTICLES OF INCORPORATION TALLAHASSEE, FLORIDA

OF

JEWELRY DIRECT.COM, INC.

The undersigned incorporator, for the purpose of forming a corporation under the Florida Business Corporation Act, hereby adopts the following Articles of Incorporation.

ARTICLE I: NAME

The name of the corporation is JEWELRY DIRECT.COM, INC.

ARTICLE II: PRINCIPAL OFFICE

The principal place of business and mailing address of the corporation is 12955 Biscayne Blvd., North Miami, FL 33181.

ARTICLE III: CAPITAL STOCK

The number of shares of stock that this corporation is authorized to have outstanding at any one time is one thousand (1,000) shares having a par value of (\$1.00) per share.

ARTICLE IV: INITIAL REGISTERED AGENT AND ADDRESS

The name and address of the initial registered agent is Jerald C. Cantor, 3230 Stirling Road, Hollywood, FL 33021.

ARTICLE V: INCORPORATOR

The name and address of the incorporator of these Articles of Incorporation is Capital Connection, Inc., 417 E. Virginia St., Suite 1, Tallahassee, FL 32301.

ARTICLE VI: INITIAL BOARD OF DIRECTORS

The name and address of the initial Board of Directors of the corporation is Neil Mergler, President, 12955 Biscayne Blvd., North Miami, FL 33181.

The undersigned has executed these Articles of Incorporation this 15th day of July 1999.

"Capital Connection, Inc. by Chris Grunewald, Client Representative"

Chris Grunewall

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TALLAHASSEE, FLORIDA

ACCEPTANCE AS DESIGNATION OF RESIDENT AGENT

The undersigned, JERALD C. CANTOR, hereby accepts designation
as resident agent of that certain corporation known as JEWELRY
DIRECT.COM, INC. , a Florida corporation.
In pursuance of Chapter 48.091, FLORIDA STATUTES, the
following is submitted, in compliance with said Act:
That
Florida corporation, desiring to organize under the laws of the
State of Florida as a Florida corporation with its principal office
at 12955 Biscayne Blvd, North Miami, FL 33181 County
of Dade , State of Florida, has appointed JERALD C.
CANTOR as its agent to accept service of process within this State.
Having been named to accept service of process for the above-
stated corporation, at the place designated in this Certificate, I
hereby accept to act in this capacity, and agree to comply with the
provisions of said Act relative to keeping open said office.

JERALD C. CANTOR RESIDENT AGENT

Engelberg, Cantor, Leone & Milgrim, P.L. 3230 Stirling Road Hollywood, Florida 33021