

Commonwealth of Kentucky  
Alison Lundergan Grimes, Secretary of State

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Articles of Incorporation

PAI

For the purposes of forming a business corporation in Kentucky pursuant to KRS Chapter 271B, the undersigned incorporator hereby submits the following Articles of Incorporation to the Office of the Secretary of State for filing:

**Article I:** The name of the company is

**Considered Brands, Inc.**

**Article II:** The street address of the company's initial registered office in Kentucky is

**916 Fenley Ave., Louisville, KY 40222**

and the name of the initial registered agent at that address is **Kevin Todd Woo**

**Article III:** The mailing address of the company's initial principal office is

**916 Fenley Ave., Louisville, KY 40222**

**Article IV:** The name and mailing address of each incorporator is

John Clayton Pullen 3414 Imperator Lane, Louisville, Kentucky 40245

**Article V:** The number of shares the corporation is authorized to issue is **100**

Executed by the Incorporator on Monday, March 10, 2014

Name of Incorporator: **John Clayton Pullen**

Signature of individual signing on behalf of Incorporator: **John Clayton Pullen**

I, **Kevin Todd Woo**, consent to serve as the Registered Agent on behalf of the corporation.

Signature of Registered Agent or individual signing on behalf of the company serving as Registered Agent:

**Kevin Todd Woo**