

STATE OF ALABAMA)
COUNTY OF SHELBY)

ARTICLES OF ORGANIZATION
OF
SIMPLY NATURAL USA, LLC

The undersigned, for the purpose of forming a limited liability company under Title 10, Chapter 12 of the Alabama Code (1975), as amended (the “Alabama Limited Liability Company Act”), hereby file the following Articles of Organization with the Probate Judge of the County in which the initial registered agent of the limited liability company will be located and affirm that the facts in these Articles of Organization are true and correct:

ARTICLE I

Name

The name of the limited liability company is Simply Natural USA, LLC (the “Company”).

ARTICLE II

Duration

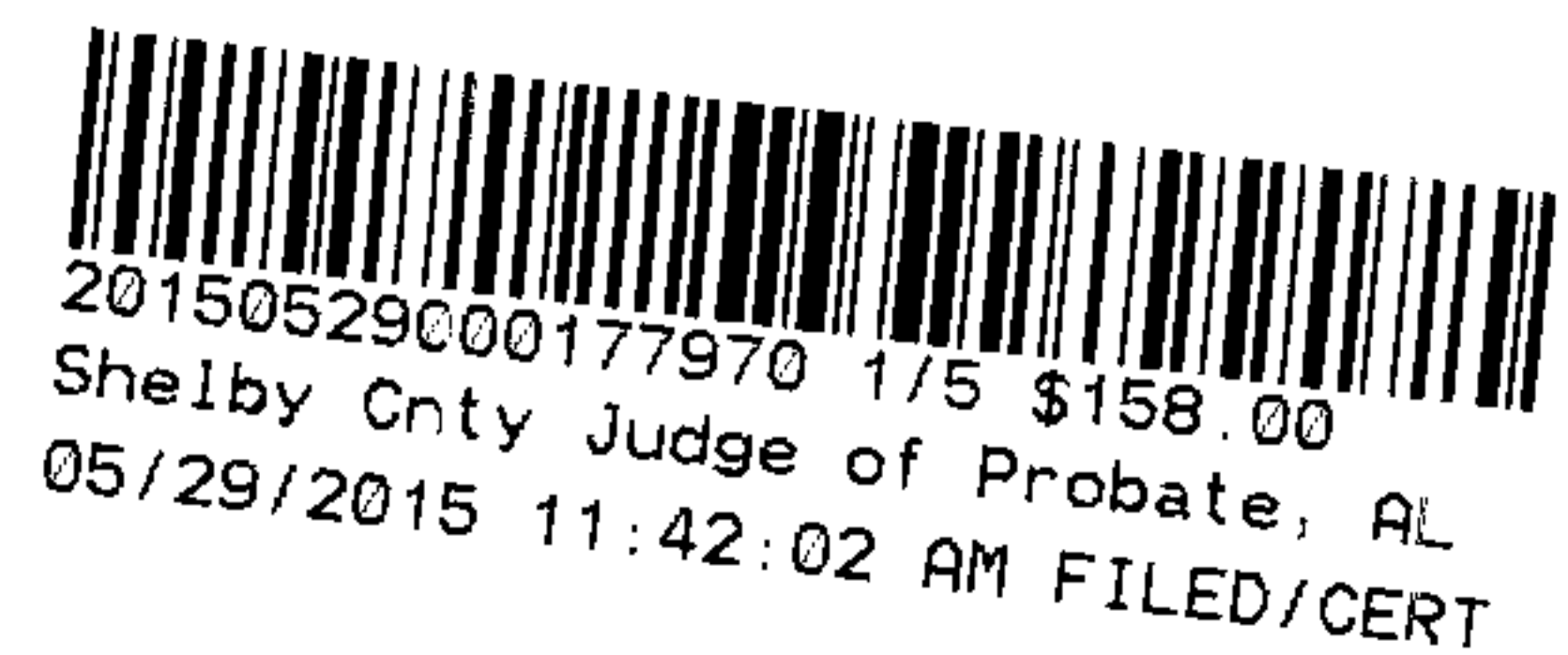
The period of duration of the Company shall be from the date of filing of these Articles of Organization with the Office of Probate Judge for Shelby County, Alabama until the Company shall be dissolved pursuant to (a) the laws of the State of Alabama or (b) the Operating Agreement of the Company, as in effect from time to time.

ARTICLE III

Purposes

The purposes for which the Company is organized are as follows:

- a. To provide services in lead generation and marketing solutions for businesses, non-profits and government agencies and services ancillary thereto.
- b. To perform any and all business for which a limited liability company may be organized under the Alabama Limited Liability Company Act.



- c. To accomplish any lawful business whatsoever or which shall at any time appear conducive to or expedient for the protection or benefit of the Company and its property.
- d. To exercise all other powers necessary to or reasonably connected with the Company's business, which may be legally exercised by a professional limited liability company under the Alabama Limited Liability Company Act or under the laws of any jurisdiction in which the Company may conduct its business.
- e. To engage in all activities necessary, customary, convenient, or incident to any of the foregoing.

ARTICLE IV

Registered Office: Registered Agent

The location and mailing address of the initial registered office of the Company shall be 635 North Lake Circle, Birmingham, Alabama 35242. The initial registered agent for service of process shall be Kevin Ryan McLendon.

ARTICLE V

Initial Members (and Organizer)

The name and address of the initial members are:

Kevin Ryan McLendon
635 North Lake Circle
Birmingham, Alabama 35242

William G. Cooke
1208 Indian Hills Drive
Tuscaloosa, Alabama 35406

The name and address of the organizer is:

Kevin Ryan McLendon
635 North Lake Circle
Birmingham, Alabama 35242

ARTICLE VI

Admission of Additional Members

The members of the Company shall have the right to admit additional members to the Company upon the unanimous consent of all of the members of the Company.



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Shelby Cnty Judge of Probate, AL
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ARTICLE VII

Cessation of Membership

The Company shall dissolve upon the cessation of membership of the last remaining Member in accordance with the Operating Agreement of the Company.

ARTICLE VIII

Management

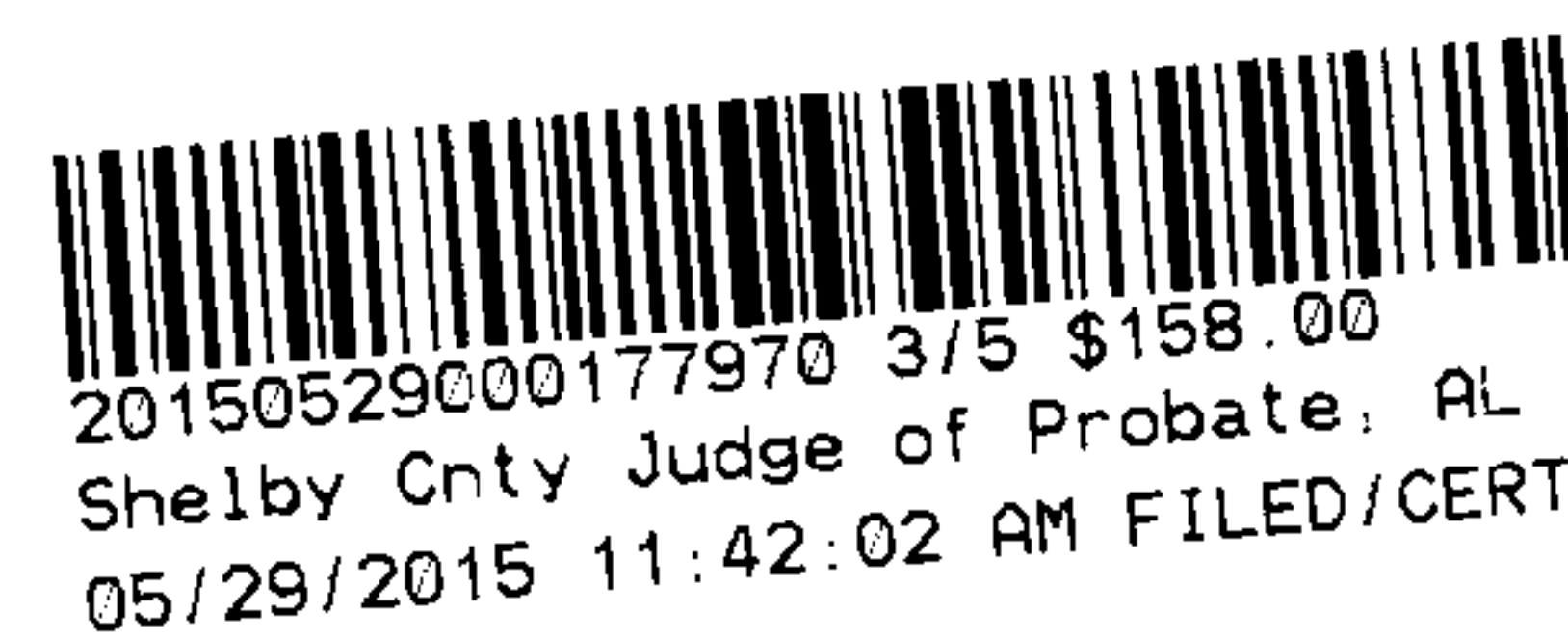
The Company shall be managed by its members.

ARTICLE IX

Powers of the Members

Each Member shall have the power and authority, on behalf of the Company:

- a. To acquire property from any person and to hold and own property in the name of the Company;
- b. To invest any Company funds temporarily (by way of example but not limitation) in time deposits, short-term governmental obligations, commercial paper or other investments;
- c. To dispose of the Company's property in the ordinary course of the Company's business;
- d. To borrow money for the Company from banks, other lending institutions, any Member or any affiliate of the Member on such terms as such Members deem appropriate and in connections therewith, to hypothecate, encumber, and grant security interests in the Company's property to secure repayment of the borrowed sums; provided however, that no debt in excess of \$5,000 shall be contracted or liability incurred by or behalf of the Company except as expressly authorized by the consent of a Member or Members holding a majority of the Membership Units of the Company;
- e. To execute on behalf of the Company all instruments and documents, including without limitation, checks, drafts, notes and other negotiable instruments, mortgages or deeds of mortgage, or disposition of the Company's property, assignments, bills of sale, leases, partnership agreements, operating agreements of other limited liability companies, and any other instruments or documents necessary to the business of the Company; provided however, that any such instrument or document to be executed on behalf of the Company to secure an amount in excess of \$5,000.00 shall require the prior written consent of a Member or Members holding a majority of the Membership Units of the Company;
- f. To purchase liability and other insurance to protect the Company's property and



business;

- g. To employ accountants, legal counsel, managing agents or other experts to perform services for the Company and to compensate them from Company funds;
- h. To enter into any and all other agreements on behalf of the Company with any other person for any purpose; and
- i. To do and perform any and all other acts as may be necessary or appropriate to the conduct of the Company's business.

ARTICLE X

Liability

The members of the Company shall have no liability for any debt, obligation, or liability of the Company, except as provided in the Alabama Limited Liability Company Act.

IN WITNESS WHEREOF, the undersigned organizer has executed these Articles of Organization this the 29 day of May, 2015.



Kevin Ryan McLendon



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John H. Merrill
Secretary of State

P.O. Box 5616
Montgomery, AL 36103-5616

STATE OF ALABAMA

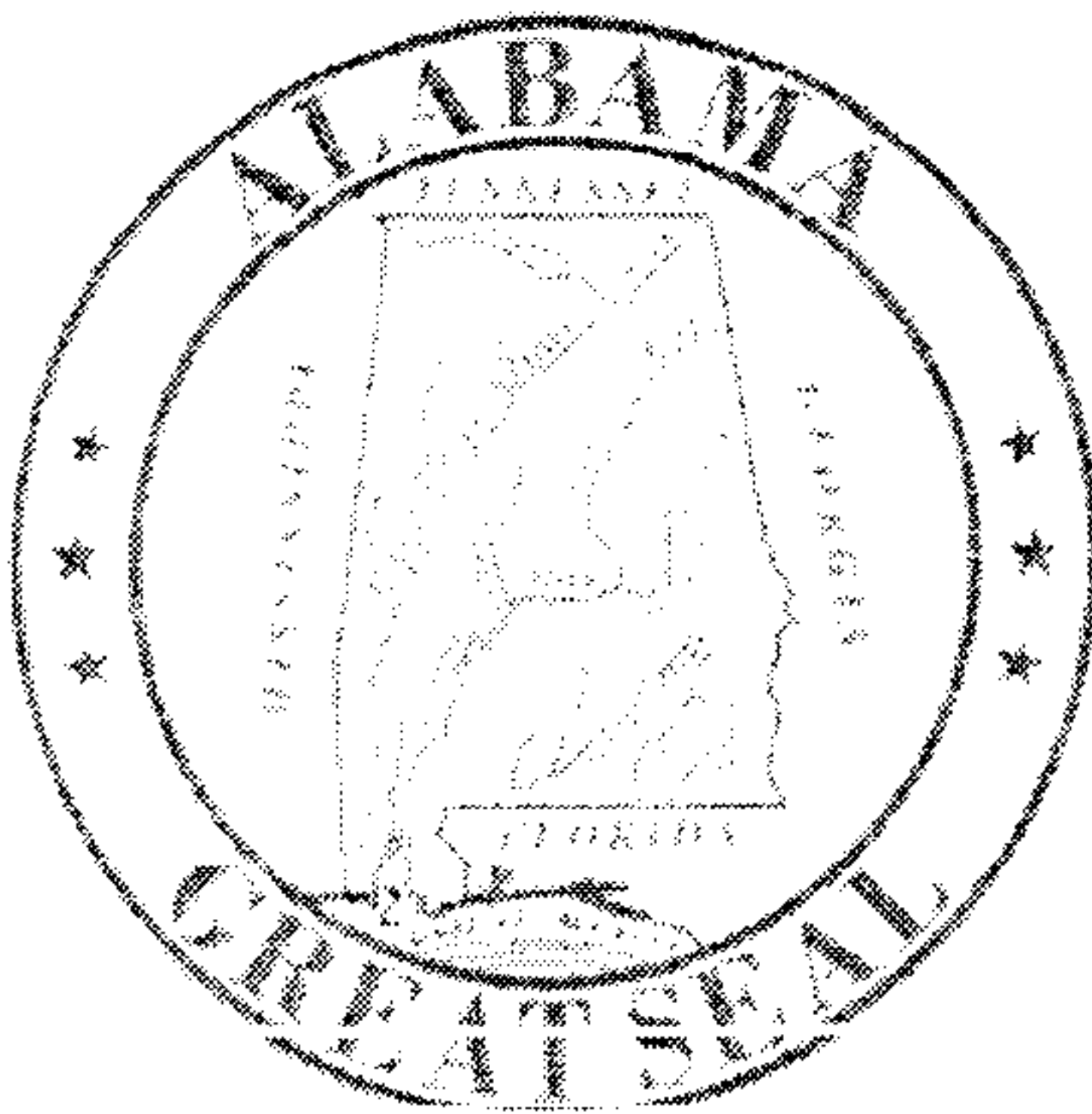
I, John H. Merrill, Secretary of State of Alabama, having custody of the Great and Principal Seal of said State, do hereby certify that

pursuant to the provisions of Title 10A, Chapter 1, Article 5, Code of Alabama 1975, and upon an examination of the entity records on file in this office, the following entity name is reserved as available:

Simply Natural USA, LLC

This name reservation is for the exclusive use of Brett Harrison Hollett, 205 20th Street North, Suite 615, Birmingham, AL 35203 for a period of one year beginning May 28, 2015 and expiring May 28, 2016

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In Testimony Whereof, I have hereunto set my hand and affixed the Great Seal of the State, at the Capitol, in the city of Montgomery, on this day.

May 28, 2015

Date

J. H. Merrill

John H. Merrill

Secretary of State