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MEMORANDUM OF ASSOCIATION

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OF

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BRANDSIGN PLC

LD8 COMPANIES HOUSE 0090 09/05/00

- 1 The name of the Company is BRANDSIGN PLC
- 2 The Company is to be a public company
- 3 The Registered Office of the Company will be situated in England and Wales
- 4 The objects for which the Company is established are
 - (A) To carry on business as a general commercial company
 - (B) To carry on any other business which in the opinion of the Company may be capable of being conveniently or profitably carried on in connection with or subsidiary to any other business of the Company and is calculated to enhance the value of the Company's property
 - (C) To purchase or by any other means acquire freehold leasehold or any other property for any estate or interest whatever movable or immovable or any interest in such property and to sell lease let on hire develop such property or otherwise turn the same to the advantage of the Company
 - (D) To apply for register or by other means acquire any patents patent rights brevets d invention licences trademarks concessions and inventions and to use and turn to account the same or to develop sell or assign the same or grant licences or privileges in respect thereof or otherwise turn the same to the advantage of the Company
 - (E) To build reconstruct or generally maintain buildings and works of all kinds whether or not these are situate on the property of the Company
 - (F) To invest and deal with the monies of the Company in such shares or upon such securities and in such manner as from time to time may be determined
 - (G) To enter into arrangements for joint workings in business or amalgamate with or enter into any partnership or arrangement for sharing profits union of interests reciprocal concession or co operation with any company firm or person carrying on or proposing to carry on any business within the objects of this Company or which is capable of being carried on so as directly or indirectly to benefit the Company
 - (H) To purchase or otherwise acquire take over and undertake all or any part of the business property liabilities and transactions of any person firm or company carrying on any business the carrying on of which is calculated to benefit this Company or to advance its interests or possessed of property suitable for the purposes of the Company

- (I) To sell improve manage develop turn to account let on rent or royalty or share of profits or otherwise grant licences or easements or other rights in or over or in any other manner deal with or dispose of the undertaking and all of any of the property and assets for the time being of the Company for such consideration as the Company may think fit
- (J) To subscribe for take purchase or otherwise acquire either for cash shares or debentures in this Company or any other consideration any other company or business which in the opinion of the Company may be carried on so as directly or indirectly to benefit the Company
- (K) To sell or otherwise dispose of the whole or any part of the business or property of the Company for any consideration shares or debentures as the Company may think fit
- (L) To lend and advance money or give credit on any terms and with or without security to any company firm or person (including without prejudice to the generality of the foregoing any holding company subsidiary or fellow subsidiary of or any other company associated in any way with the Company) to enter into guarantees contracts of indemnity and suretyships of all kinds to receive money on deposit or loan upon any terms and to secure or guarantee in any manner and upon any terms the payment of any sum of money or the performance of any obligation by any company firm or person (including without prejudice to the generality of the foregoing any such holding company subsidiary fellow subsidiary or associated company as aforesaid)
- (M) To borrow or raise money in any manner and to secure the repayment of any money borrowed raised or owing by mortgage charge standard security lien or other security upon the whole or any part of the Company's property or assets (whether present or future) including its uncalled capital and also by a similar mortgage charge standard security lien or security to secure and guarantee the performance by the Company of any obligation or liability it may undertake or which may become binding on it
- (N) To draw make accept endorse discount negotiate execute and issue cheques bills of exchange promissory notes bills of lading warrants debentures and other negotiable or transferable instruments
- (O) To apply for promote and obtain any Act of Parliament order or licence of the Department of Trade or other authority for enabling the Company to carry any of its objects into effect or for effecting any modification of the Company's constitution or for any other purpose which may seem calculated directly or indirectly to promote the Company's interests and to oppose any proceedings or applications which may seem calculated directly or indirectly to prejudice the Company's interests
- (P) To support and subscribe to any funds and to subscribe to or assist in the promotion of any charitable benevolent or public purpose or object for the benefit of the Company or its employees directors or other officers past or present and to grant pensions to such persons or their dependants
- (Q) To distribute among the members of the Company in kind any property of the Company of whatever nature
- (R) To pay all or any expenses in connection with the promotion formation and incorporation of the Company or to contract with any company firm or person to pay the same and to pay commission to brokers and others for underwriting placing selling or guaranteeing the subscription of any shares or other securities of the Company
- (S) To do all such other things as may be deemed incidental or conducive to the attainment of the Company's objects or any of them

None of the objects set forth in any sub clause of this Clause shall be restrictively construed but the widest interpretation shall be given to each such object and none of such objects shall except where the context expressly so requires be in any way

limited or restricted by reference to or inference from any other object or objects set forth in any such sub clause or by reference to or inference from the terms of any other sub clause of this Clause or by reference to or inference from the name of the Company

5 The liability of the Members is limited

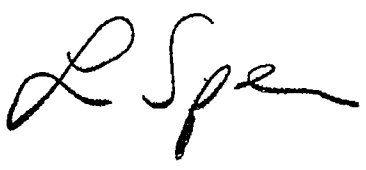
6 The Company s share capital is £50 000 00 divided into 50 000 shares of £1 00 each

We the subscribers to this Memorandum of Association wish to be formed into a Company pursuant to this Memorandum and we agree to take the number of Shares shown opposite our respective names

NAMES AND ADDRESSES OF SUBSCRIBERS	Number of Shares Taken by each Subscriber
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HALLMARK SECRETARIES LIMITED
120 East Road
London N1 6AA

One



HALLMARK REGISTRARS LIMITED
120 East Road
London N1 6AA

One



Dated the 2 May 2000

Witness to the above signatories

DAVID ORDISH
120 East Road
London N1 6AA

