

**2013 FLORIDA PROFIT CORPORATION ANNUAL REPORT**

DOCUMENT# 483548

**Entity Name:** EFFECTIVENESS, INC.

**Current Principal Place of Business:**

4512 WEST LEONA STREET  
TAMPA, FL 33629

**Current Mailing Address:**

P.O. BOX 25936  
RALEIGH, NC 27611 US

**FEI Number: 59-1616672**

**Certificate of Status Desired: No**

**Name and Address of Current Registered Agent:**

DE LA TORRE, AADONIA B  
4512 WEST LEONA STREET  
TAMPA, FL 33629 US

*The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.*

**SIGNATURE:** \_\_\_\_\_

Electronic Signature of Registered Agent

Date

**Officer/Director Detail :**

Title PD  
Name MOORE, ROBERT B  
Address P.O. BOX 25936  
City-State-Zip: RALEIGH NC 27611

Title VPD  
Name MOORE, DAVID B  
Address 857 TAYLOR RD.  
City-State-Zip: LA CROSSE VA 23950

Title D  
Name IVEY, JANICE V  
Address 3640 OLYMPIA DRIVE  
City-State-Zip: RALEIGH NC 27603

*I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am an officer or director of the corporation or the receiver or trustee empowered to execute this report as required by Chapter 607, Florida Statutes; and that my name appears above, or on an attachment with all other like empowered.*

**SIGNATURE: ROBERT B. MOORE**

**PRESIDENT**

**03/21/2013**

Electronic Signature of Signing Officer/Director Detail

Date