NOTIFICATION OF LATE FILING

Name of the Issuer: Upper Street Marketing

Check One: ☐ Annual Report ☒ Quarterly Report ☐ Interim Report

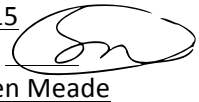
For Period Ended: 12/31/2014

Address of Principal Executive Office:
499 N. Canon Drive

Suite 308
Beverly Hills, CA 90210

Reason for Delay in Posting Financial Report: State below in reasonable detail why the Annual/Quarterly Report could not be filed within the prescribed time period.
The search and hire of a new accountant required more time then anticipated. The new accountant needs additional time to get up to speed with us as we are a new client. A change to a new accountant could not be avoided, the previouslly held contract had ended.

Anticipated Filing Date:
[Please note that the filing of this notification grants issuers 5 additional calendar days to post a Quarterly or Interim Report and 15 calendar days to post an Annual Report.]
February 19, 2015

Person to contact regarding this notification:
Date: 2/3/2015
Signature: /s/ 
Name: Stephen Meade
Title: CEO

Instructions to post Notification of Late Filing in www.OTCIQ.com:
1. Fill out this Notification of Late Filing form and convert the file to a PDF
2. Log in to www.OTCIQ.com and click “Add Financial Report” on the left hand navigation
3. Select Dissemination Date “Immediate”
4. Under Report Type, select “Notification of Late Filing”
5. Enter Period End Date corresponding to the quarter/fiscal year end date for which this Notice is being filed
6. Click “Browse” and select the PDF saved in step 1 above.
7. A preview of the document will appear next. Please make sure to review the entire document & scroll down to click the “**Submit**” button. Your Notification of Late Filing will appear within a few minutes on otcmarkets.com