

BEFORE THE  
DEPARTMENT OF FINANCIAL INSTITUTIONS  
DIVISION OF SECURITIES  
STATE OF WISCONSIN

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In the Matter of  
CRAIG CLARK and  
U\$A FOR HEALTHCLAIM\$,

PETITION FOR ORDER  
(SUMMARY)

Respondents.

File S-98144(FX)

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The staff of the Enforcement Unit, Registration & Enforcement Section, of The Division of Securities, Department of Financial Institutions, State of Wisconsin has conducted an investigation in this matter pursuant to sec. 553.55, Wis. Stats., and as a result thereof alleges as follows:

1. Craig Clark ("Clark") is an individual, with a last known address of 8467 SW 109<sup>th</sup> Place, Ocala, Florida 34481.
2. U\$A for Healthclaim\$ ("U\$A") is a foreign business entity, with a last known business address of 39 East Kings Highway, Audubon, NJ 08106-1299.
3. Upon information and belief, Clark is the District Manager of U\$A.
4. In approximately May 1997, after responding to an advertisement in a Wisconsin newspaper, Clark, on behalf of U\$A, offered a person in Wisconsin a business opportunity in U\$A.
5. Pursuant to the offering materials, the "business opportunity" granted the right to engage in the business of offering, selling or distributing goods or services under a marketing plan or system prescribed in substantial part by the offeror; the operation of the business in association with a trademark, service mark, trade name, logotype, advertising or other commercial symbol; and the required payment of a fee.
6. The "business opportunity" described in paragraph 5 above is a franchise as defined by sec. 553.03(4), Wis. Stats., and has never been registered for sale in Wisconsin pursuant to Ch. 553, Wis. Stats.
7. Respondents have violated sec. 553.21, Wis. Stats., by selling an unregistered franchise in Wisconsin.

Therefore, the staff of the Enforcement Unit petitions the Administrator of the Division of Securities for the issuance of the attached order pursuant to Ch. 551, Wis. Stats.

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Kathryn L. Denton                      Date  
Examiner  
Bureau of Registration and Enforcement

 10/23/01  
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David Cohen                              Date  
Supervising Attorney  
Bureau of Registration and Enforcement