

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

In the Matter of
MIDWESTERN ENTERPRISES,
INC., d/b/a INKRX and INKRX.com, and
ADRIAN P. ANDERSON,

PETITION FOR ORDER

Respondents.

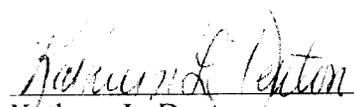
File No. S-06004(FX)

The staff of the Enforcement Unit, Bureau of Registration & Enforcement, 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. Midwestern Enterprises, Inc.. d/b/a InkRx and InkRx.com (“Midwestern”) is a foreign business entity with a last known business address of 151 East Cloverland Drive, Ironwood, Michigan 49938.
2. Adrian P. Anderson (“Anderson”) is an individual with a last known business address of 151 East Cloverland Drive, Ironwood, Michigan 49938.
3. At all times material hereto Anderson has been President and CEO of Midwestern.
4. On May 28, 2005, Anderson, on behalf of Midwestern, sold a person in Wisconsin a business opportunity in Midwestern,, after the person in Wisconsin contacted Midwestern.
5. Pursuant to the Trademark License Agreement (“Agreement”), Midwestern grants to licensee an individual site license to use the Trademarks InkRx and InkRx.com.
6. Pursuant to the Agreement, the licensee agrees to pay the sum of \$8,000 U.S. dollars as an annual license fee for use of the Trademark, logo, R&D and design.
7. Pursuant to the Agreement, Midwestern provides to the licensee examples of pre-designed marketing materials currently used by Midwestern, Midwestern agrees to provide ongoing research, development and technical support to licensee and Midwestern agrees to provide a two-day training program for up to three representatives of licensee’s staff, limited to the operations of the cartridge refilling machine and the procedures and functions of Quickbooks.
8. Midwestern granted the Wisconsin resident 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 is in association with a trademark, service mark, trade name, logotype, advertising or other commercial symbol; and there is a required payment of a fee.
9. The “business opportunity” described 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.

10. Respondents have violated sec. 553.21, Wis. Stats., by selling an unregistered franchise in Wisconsin.

Therefore, the staff of the Bureau of Registration and Enforcement petitions the Administrator of the Division of Securities for the issuance of the attached order pursuant to Ch. 553, Wis. Stats.


Kathryn L. Denton
Examiner

5/11/06
Date


David A. Cohen
Supervising Attorney

5/12/06
Date