

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

In the Matter of
UBS GROUP, INC. and
JOHNATHAN AHLF,

PETITION FOR ORDER
(SUMMARY)

Respondents.

File No. S-06071(FX)

The staff of the Bureau of Registration and 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. Johnathan Ahlf ("Ahlf") is an individual, with a last known address of 2675 Tom Sawyer Road, Muscatine, Iowa 52761.

2. UBS Group, Inc. ("UBS") is a foreign business entity, with a last known business address of 119 Sycamore Street, Third Floor, Muscatine, Iowa 52761.

3. Upon information and belief, at all times material hereto, Ahlf has been President of UBS.

4. On November 19, 2005 Ahlf, on behalf of UBS, sold a person in Wisconsin a business opportunity in UBS, after the person in Wisconsin contacted UBS.

5. Pursuant to the Executive Licensed Consultancy Partner Proposal ("Proposal"), the person in Wisconsin pays a \$9,500 fee to form an Executive Licensed Consultancy ("ELC").

6. Pursuant to the Service License Agreement ("Agreement"), the Consultant will have the use of the UBS Group name and in so doing will maintain professional ethics at all times. The Consultant receives a Business Kit including a complete turnkey business which includes professional marketing materials, personal training, business cards, client forms, exclusive reports, a power point presentation, teleconference training, private login access, business specialists certification, certification training manuals CD, business brochures and marketing materials, national consultancy and availability to preset appointments and leads.

7. Pursuant to the Proposal and Agreement in paragraph 5 above, UBS 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.

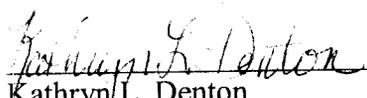
8. UBS manuals provided to the person in Wisconsin stated the ELC had an incredible income potential of \$70,000 to \$250,000 a year.

9. The earnings claim in paragraph 7 above was not registered pursuant to Ch. 553, Wis. Stats., at the time the person in Wisconsin entered into the Agreement.

10. 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.

11. 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

6/20/06
Date


David A. Cohen
Supervising Attorney

6/20/06
Date