

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

In the Matter of
JASON R. FULLER, RENEE FULLER, RONNIE
FULLER, AMERICAN TEDDY BEAR
ASSOCIATION (ATBA) and RENEE'S WONDERFUL
WORLD OF TEDDY BEAR PUPPIES,

PETITION FOR ORDER
(SUMMARY)

Respondents.

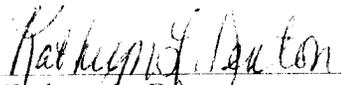
File No. S-07092(FX)

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:

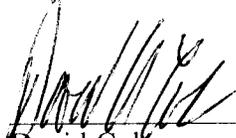
1. Jason R. Fuller is an individual, with a last known business address of 7151 Sunset Drive, Gresham, Wisconsin 54128.
2. Renee Fuller is an individual, with a last known business address of 7151 Sunset Drive, Gresham, Wisconsin 54128.
3. Ronnie Fuller is an individual, with a last known business address of 7151 Sunset Drive, Gresham, Wisconsin 54128.
4. American Teddy Bear Association (ATBA), is a Wisconsin business entity, with a last known business address of 7151 Sunset Drive, Gresham, Wisconsin 54128.
5. Renee's Wonderful World of Teddy Bear Puppies ("RWWTBP") is a Wisconsin business entity, with a last known business address of 7151 Sunset Drive, Gresham, Wisconsin 54128.
6. Upon information and belief, Jason R. Fuller, at all times material hereto, has been President and Owner of RWWTBP.
7. Upon information and belief, Renee Fuller, at all times material hereto, has been a family member listed on a website as the contact person in the sale of RWWTBP franchises.
8. Upon information and belief, Ronnie Fuller, at all times material hereto, has been a family member listed on a website as the contact person in the sale of RWWTBP franchises.

9. Upon information and belief, approximately February of 2007, an individual accessed the website of RWWTBP and contacted the number on the website regarding the purchase of a “franchise” in RWWTBP.
10. On March 3, 2007, the person wired \$16,000 to RWWTBP to purchase a franchise in RWWTBP. Ten thousand dollars (\$10,000) was for the franchise fee and the other six thousand dollars (\$6,000) was for the purchase of six puppies at one thousand dollars (\$1,000) each.
11. On or about April 2007, the person received an Agreement for the purchase in Item 9 above but it was incorrect as to number of puppies purchased so the person did not sign the Agreement.
12. Pursuant to the website and information received, the puppies were being sold under a servicemark “ATBA”, the persons wired \$16,000 to RWWTBP for the purchase of the franchise and the persons received a booklet entitled Welcome to Renee’s Worderful World of the Teddy Bear Puppy along with additional information and instruction on the care and breeding of the puppies
13. Pursuant to the Agreement and additional information received, RWWTBP granted the member 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 was in association with a trademark, service mark, trade name, logotype, advertising or other commercial symbol; and there was a required payment of a fee in connection with the use of the trademark.
14. The “business opportunity” described in paragraphs above is a franchise as defined by sec. 553.03(4), Wis. Stats.
15. Respondents failed to provide the franchisees with an offering circular containing material facts and information required under Chapter 553 of the Wisconsin Statutes.
16. Respondents have violated sec. 553.41(3), Wis. Stats., by offering and selling a franchise in this state by means of any written or oral communication not included in sub(4) that includes an untrue statement of a material fact or omits to state a material fact necessary in order to make the statements made, in the light of the circumstances under which they were made, not misleading.

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. 553, Wis. Stats.


Kathryn L. Denton
Examiner
Bureau of Registration and
Enforcement

11-9-07
Date


David Cohen
Supervising Attorney
Bureau of Registration and
Enforcement

11/9/07
Date