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

In the Matter of AMERICAN TEDDY BEAR ASSOCIATION, Respondent.	ORDER OF PROHIBITION AND REVOCATION (SUMMARY) File No. S-07092(FX)

Based upon the attached Petition for Order I have reason to believe that an unregistered franchise has been sold in Wisconsin in violation of Ch. 553, Wis. Stats., and that any further sale of unregistered franchises by or on behalf of the Respondent would be fraudulent to purchasers and I find that this action is necessary and appropriate in the public interest and for the protection of investors;

Therefore, pursuant to secs. 553.58 and 553.60, Wis. Stats.,

IT IS ORDERED THAT:

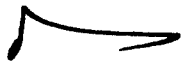
a. American Teddy Bear Association, its successors, affiliates, controlling persons, officers, agents, servants, employees, and every entity and person directly or indirectly controlled or organized by or on its behalf, are prohibited from making or causing to be made to any person or entity in Wisconsin any further offers or sales of franchises unless and until such franchises are registered under Ch. 553, Wis. Stats., or successor statute.

b. All exemptions from registration set forth at Ch. 553, Wis. Stats., or successor statute, that might otherwise apply to any offer or sale of any franchise of or by American Teddy Bear Association, its successors, affiliates, controlling persons, officers, agents, servants, employees, and every entity and person directly or indirectly controlled or organized by or on its behalf, are hereby revoked.

c. American Teddy Bear Association, its successors, affiliates, controlling persons, officers, agents, servants, employees, and every entity and person directly or indirectly controlled or organized by or on its behalf, are prohibited from violating sec. 553.41, Wis. Stats., or successor statute.

EXECUTED at Madison, Wisconsin, this 12th day of November, 2007.

(SEAL)



Patricia D. Struck
Administrator
Division of Securities

NOTICE:

Under sec. 553.56(2), Wis. Stats., within thirty (30) days after any Order has become effective without a hearing, any interested party may file a written request with the Administrator of the Division of Securities for a hearing in respect to any matters determined by the Order. A request for hearing shall be in the form of a petition for hearing and shall, under section SEC 8.01, Wis. Adm. Code, plainly admit or deny each specific allegation, finding, or conclusion in the Order and incorporated papers (unless the petitioner lacks sufficient knowledge or information to permit an admission or denial, in which case the petition shall so state, and such statement shall have the effect of a denial), and shall state all affirmative defenses.

You are advised that any wilful violation of an Order issued by the Administrator of the Division of Securities of the Department of Financial Institutions of the State of Wisconsin under Ch. 553, Wis. Stats., is a criminal offense punishable under the provisions of sec. 553.52, Wis. Stats.