

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

In the Matter of
AMERICAN TEDDY BEAR
ASSOCIATION,

Respondent.

ORDER REVOKING
PREVIOUS ORDER
(SUMMARY)

File No. S-07092(FX)

Based upon the attached Petition for Order 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:

The Summary Order of Prohibition and Revocation issued against the American Teddy Bear Association is hereby revoked.

EXECUTED at Madison, Wisconsin, this 5th day of February, 2008.

(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.