

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

In the Matter of
JASON R. FULLER, RENEE FULLER,
and RONNIE FULLER,

PETITION FOR ORDER
(REVISED)

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:

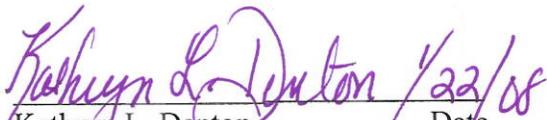
1. Jason R. Fuller (“Jason”) is an individual, with a last known business address of 7151 Sunset Drive, Gresham, Wisconsin 54128;
2. Renee Fuller (“Renee”) is an individual, with a last known business address of 7151 Sunset Drive, Gresham, Wisconsin 54128;
3. Ronnie Fuller (together with Jason and Renee, the “Fullers”) is an individual, with a last known business address of 7151 Sunset Drive, Gresham, Wisconsin 54128;
4. The Fullers operated a business called Rene’s Wonderful World of Teddy Bears and operate a web site, www.teddybearpuppy.com;
5. The website showed, “Jason R. Fuller, President and owner of the ‘The American Teddy Bear Association’” and claimed that the only real Teddy Bear Puppy® sold by the Fuller’s is “registered” with the ATBA,
The ATBA is the only service registration authority for Teddy Bear Puppy® and dogs. If you or a friend have purchased a Teddy Bear Puppy® that is not certified or recognized by the American Teddy Bear Association chances are you have been defrauded and should seek legal advice immediately or contact ATBA directly.
6. The website offered a “Teddy Bear Franchise” opportunity;
7. In February 2007, an individual accessed the above-referenced website and contacted the number on the website regarding the purchase of a “franchise;”
8. Based on conversations with the Fullers and without receiving any written materials, on March 3, 2007, the person wired \$16,000 to Jason Fuller to purchase a franchise. 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;

9. In April 2007, the person received a signed Agreement dated March 28, 2007 for the purchase of the franchise;
10. The Agreement was between the purchaser and “Rene’s Wonderful World of Teddy Bear Puppies” (“RWWTBP”) and stated that “The license to will also br (sic) purchased from ATBA (American Teddy Bear Association) for the \$10,000.”
11. The Agreement was accompanied by a “ATBA Franchise Certificate” which gave the person permission to use the name “Rene’s Wonderful World of Teddy Bear TM Puppies;”
12. The purchaser received additional information on operating the business as well as 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, such as the financial statements of the issuer, 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;
17. The American Teddy Bear Association, LLC was not incorporated in Wisconsin until September 7, 2007;
18. To date, there is no “Renee’s Wonderful World of Teddy Bear Puppies” incorporated in Wisconsin;
19. The Respondents’ actions, in claiming the existence of the “American Teddy Bear Association” and “Renee’s Wonderful World of Teddy Bear Puppies” when they did not exist is the making of an untrue statement of a material fact or the omission 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 in violation of §553.41(3), Wis. Stats;

20. On November 12, 2007, the Division of Securities issued summary Orders of Prohibition and Revocation against the Fullers as well as the American Teddy Bear Association and Renee's Wonderful World of Teddy Bear Puppies;
21. Based on information obtained after the issuance of those orders, the staff believes that the orders against the Fullers should be revised and the orders against the American Teddy Bear Association and Renee's Wonderful World of Teddy Bear Puppies should be revoked;

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 Date
Examiner
Bureau of Registration and Enforcement


David Cohen Date
Supervising Attorney
Bureau of Registration and Enforcement