

1 7. The Dentist’s Choice Inc. provides initial training, ongoing support and a marketing and
2 sales manual to its franchisees. The Dentist’s Choice franchisees are granted the right to use “The
3 Dentist’s Choice” trademarks, logo, trade names, and other commercial symbols in connection with
4 their business. The franchise fee is \$25,000.

5 8. The business opportunity offered or sold by The Dentist’s Choice, Inc. and Steven
6 Everhart constitutes a franchise as defined by Corporations Code section 31005.

7 9. These franchises were offered or sold in this state.

8 10. There is no current franchise registration issued by the Department of Corporations to The
9 Dentist’s Choice, Inc. or Steven Everhart for the offer or sale of any franchise in this state.
10 Additionally, the offer or sale of The Dentist’s Choice franchise is not exempt from registration.

11 Based upon the foregoing findings, the California Corporations Commissioner is of the
12 opinion that The Dentist’s Choice, Inc. and Steven Everhart have offered or sold franchises in
13 California that are subject to registration under the Franchise Investment Law, in violation of
14 Corporations Code section 31110. Pursuant to section 31402 of the Corporations Code, The
15 Dentist’s Choice, Inc. and Steven Everhart are hereby ordered to desist and refrain from the further
16 offer or sale of “The Dentist’s Choice” franchises unless and until the offers have been duly
17 registered under the Franchise Investment Law or unless exempt.

18 This Order is necessary, in the public interest, for the protection of franchisees and consistent
19 with the purposes, policies, and provisions of the Franchise Investment Law.

20 Dated: April 16, 2007
21 Los Angeles, California

PRESTON DuFAUCHARD
California Corporations Commissioner

22 By _____
23 ALAN S. WEINGER
24 Lead Corporations Counsel
25 Enforcement Division
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