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STATE OF CALIFORNIA
BUSINESS, TRANSPORTATION AND HOUSING AGENCY
DEPARTMENT OF CORPORATIONS

TO: Taesuk “Andrew” Lee
Eureka Education, Inc.
13017 Artesia Blvd. D234
Cerritos, CA 90703

DESIST AND REFRAIN ORDER
(For violation of Section 31110 of the Corporations Code)

The California Corporations Commissioner finds that:

1. At all relevant times, Taesuk “Andrew” Lee (“Lee”) was the CEO and President of Eureka Education, Inc. (d.b.a. Etum Academy, also d.b.a. Lux Etum Academy, and d.b.a. Oden Corporation).
2. At all relevant times, Eurkea Education, Inc. conducted business at 13017 Artesia Blvd. D234, Cerritos, CA 90703.
3. Beginning in or around December 2003 and continuing thereafter, Lee and Eureka Education, Inc. have offered or sold four franchises for the operation of Etum Academy educational centers that offer standardized test preparation courses.
4. At all relevant times, Lee and Eureka Education, Inc. granted the franchisees the right to engage in the business of offering test preparation classes geared towards students taking standardized tests. The franchisees are entitled to, among other things, use the Etum Academy name and trademark to run their business. In addition, the franchisees are to be provided with operations and training manuals, materials for the courses, details on how to price the classes, and a set layout to follow for the test center and classrooms. The franchisees are required to pay an initial fee of \$50,000 and an ongoing monthly franchise fee of \$1,000 for the first year, \$1,500 per month for the second and third year, and then \$2,000 per month thereafter.
5. These franchises were offered or sold in this state.

1 6. The Department of Corporations has not issued a registration to Eureka Education, Inc. for the
2 offer or sale of any franchise in this state. Additionally, the offer or sale of any franchise of Eureka
3 Education, Inc. (d.b.a. Etum Academy, also d.b.a. Lux Etum Academy, and d.b.a. Oden Corporation)
4 is not exempt from registration.

5 Based upon the foregoing findings, the California Corporations Commissioner is of the
6 opinion that Taesuk “Andrew” Lee and Eureka Education, Inc. (d.b.a. Etum Academy, also d.b.a.
7 Lux Etum Academy, and d.b.a. Oden Corporation) are offering Etum Academy franchises in
8 California that are subject to registration under the Franchise Investment Law, in violation of
9 Corporations Code section 31110.

10 Pursuant to Section 31402 of the Franchise Investment Law, Taesuk “Andrew” Lee and
11 Eureka Education, Inc. (d.b.a. Etum Academy, also d.b.a. Lux Etum Academy, and d.b.a. Oden
12 Corporation) are hereby ordered to desist and refrain from the further offer or sale in the State of
13 California of any franchise, unless and until registration has been made under said law or unless
14 exempt. This Order is necessary, in the public interest, for the protection of franchisees and consistent
15 with the purposes, policies, and provisions of the Franchise Investment Law.

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17 Dated: July 20, 2006
18 Los Angeles, California

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PRESTON DuFAUCHARD
California Corporations Commissioner

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By _____
Alan S. Weinger
Supervising Attorney

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