

1 STATE OF CALIFORNIA  
2 BUSINESS, CONSUMER SERVICES AND HOUSING AGENCY  
3 DEPARTMENT OF BUSINESS OVERSIGHT

4 TO: Bookatailor Franchising, Ltd.  
5 Bookatailor Ltd.  
6 11 Middle Neck Road, Suite 300  
7 Great Neck, NY 11021

8 **DESIST AND REFRAIN ORDER**

9 **(For violations of section 31110 of the California Corporations Code)**

10 The California Commissioner of Business Oversight finds that:

11 1. At all relevant times, Bookatailor Franchising, Ltd. was a New York company with its  
12 principal place of business located at 11 Middle Neck Road, Suite 300, Great Neck, NY 11021.

13 2. At all relevant times, Bookatailor Ltd. was a New York company with its principal  
14 place of business located at 11 Middle Neck Road, Suite 300, Great Neck, NY 11021.

15 3. Beginning in or about 2015, Bookatailor Franchising, Ltd. and Bookatailor Ltd.  
16 (collectively, "BookATailor") offered a franchise opportunity in the State of California.

17 4. BookATailor offered to share its business model in the custom men's tailoring and  
18 retail clothing business with franchisees, who had a choice of starting up a new business or  
19 converting their current tailoring business "to be under the BookATailor umbrella."

20 5. The BookATailor franchise opportunity offered by BookATailor constitutes a  
21 franchise within the meaning of California Corporations Code section 31005.

22 6. The BookATailor franchise opportunity offered by BookATailor has not been  
23 registered in California, under the Franchise Investment Law and is not exempted under Chapter 1,  
24 beginning with California Corporations Code section 31100, of that law.

25 Based upon the foregoing findings, the California Commissioner of Business Oversight is of  
26 the opinion that Bookatailor Franchising, Ltd. and Bookatailor Ltd. offered or sold franchises in  
27 California that were subject to registration under the Franchise Investment Law without the offers or  
28 sales first being registered, in violation of California Corporations Code section 31110.

1 Pursuant to California Corporations Code section 31402, Bookatailor Franchising, Ltd. and  
2 Bookatailor Ltd. are hereby ordered to desist and refrain from the further offer or sale of franchises in  
3 California, including but not limited to franchises in Bookatailor Franchising, Ltd. and Bookatailor  
4 Ltd., unless and until the offers have been duly registered under the Franchise Investment Law, or are  
5 exempt.

6 This order is necessary, in the public interest, for the protection of investors and consistent  
7 with the purposes, policies, and provisions of the Franchise Investment Law.

8 Dated: February 11, 2016  
9 Sacramento, California

JAN LYNN OWEN  
Commissioner of Business Oversight

10  
11 By \_\_\_\_\_  
12 MARY ANN SMITH  
13 Deputy Commissioner  
14 Enforcement Division  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28