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

TO: Stanton Optical, LLC
Vision Value, LLC
Macarius & Daniel, LLC
Macarius, Max & Daniel, LLC
Marco Musa
Daniel Stanton
Max Macarius
4800 N. Federal Highway, Suite 210B
Boca Raton, Florida 33431

DESIST AND REFRAIN ORDER
(For violations of section 31110 of the Corporations Code)

The California Corporations Commissioner finds that:

1. Stanton Optical, LLC (“Stanton”) is a California foreign corporation since March 13, 2009, doing business at 4800 N. Federal Highway, Suite 201 B, Boca Raton, Florida 33431. Stanton is filed as a fictitious business name owned by Vision Value, LLC, Macarius & Daniel, LLC and Macarius, Max & Daniel, LLC. Marco Musa, and Max Macarius are managers and/or officers of Stanton and Daniel Stanton is listed as the founder of Stanton. (hereinafter collectively referred to as “owners”). Stanton operates a website at www.stantonoptical.com.

2. Stanton operates as a retailer of eye-glasses and contact lenses and provides onsite full laboratory service, optometric physicians and optometrists available seven days a week, and a selection of 3000 different eye-glass frames. Stanton has stores in eleven states including four operating stores in California and three additional stores scheduled to open soon in California.

1 3. Stanton’s website at www.stantonoptical.com offers franchise opportunities. The offer states
2 “own and run your own business with the security of corporate support and training. You will benefit
3 from our manufacturing and advertising. Convert your existing practice or build a new practice with
4 the piece of mind that you have an experienced strong team working to make you successful.”

5
6 4. By way of Stanton’s website offering, Stanton has offered franchises to residents of
7 California. The offer of franchises by Stanton has not been registered under the California Franchise
8 Investment Law and is not exempt under Chapter 1, beginning with Corporations Code section 31100
9 of that law.

10
11 5. Stanton’s website constitutes the publication of an advertisement offering a franchise that is
12 subject to the registration requirements of the California Franchise Investment Law. The
13 advertisement is not filed with the Department of Corporations as required by Corporations Code
14 section 31156.

15
16 6. The Stanton locations in California are operating without being registered as Registered
17 Dispensing Opticians as required by the Medical Board of California.

18
19 Based upon the foregoing findings, the California Corporations Commissioner is of the
20 opinion that Stanton Optical, LLC, Vision Value, LLC, Macarius & Daniel, LLC, Macarius, Max &
21 Daniel, LLC, Marco Musa, Daniel Stanton, and Max Macarius, have offered franchises in California
22 that were subject to registration under the Franchise Investment Law without the offers first being
23 registered, in violation of Corporations Code section 31110. Pursuant to section 31402 of the
24 Corporations Code, Stanton Optical, LLC, Vision Value, LLC, Macarius & Daniel, LLC, Macarius,
25 Max & Daniel, LLC, Marco Musa, Daniel Stanton, and Max Macarius, are hereby ordered to desist
26 and refrain from the further offer or sale of franchises, including but not limited to Stanton Optical
27 locations in California, unless and until the offers have been duly registered under the Franchise
28 Investment Law or unless exempt.

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

Dated: November 4, 2010
Sacramento, California

PRESTON DuFAUCHARD
California Corporations Commissioner

By _____
ALAN S. WEINGER
Deputy Commissioner