

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

4 TO: Yogurt In Love, LLC  
5 2603 Marsh Glen Drive  
6 North Myrtle Beach, SC 29582  
7

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, Yogurt In Love, LLC (“Yogurt In Love”) was a Delaware  
12 Limited Liability Company with its principal place of business located at 2603 Marsh Glen Drive,  
13 North Myrtle Beach, SC 29582.

14 2. Beginning in or about 2014, Yogurt In Love offered and sold franchises, in the State  
15 of California, allowing franchisees to operate frozen yogurt shops.

16 3. Yogurt In Love granted the right to use its name, trademarks, merchandise, and  
17 business system to operate frozen yogurt shops, kiosks, or stands.

18 4. The Yogurt In Love franchise opportunities offered and sold by Yogurt In Love  
19 constitute franchises within the meaning of California Corporations Code section 31005.

20 5. The Yogurt In Love franchise opportunities offered and sold by Yogurt In Love have  
21 not been registered in California, under the Franchise Investment Law and are not exempted under  
22 Chapter 1, beginning with California Corporations Code section 31100, of that law.

23 Based upon the foregoing findings, the California Commissioner of Business Oversight is of  
24 the opinion that Yogurt In Love, LLC offered or sold franchises in California that were subject to  
25 registration under the Franchise Investment Law without the offers or sales first being registered, in  
26 violation of California Corporations Code section 31110.

27 Pursuant to California Corporations Code section 31402, Yogurt In Love, LLC is hereby  
28 ordered to desist and refrain from the further offer or sale of franchises in California, including but

1 not limited to franchises in Yogurt In Love, LLC, unless and until the offers have been duly  
2 registered under the Franchise Investment Law, or are exempt.

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

5 Dated: February 26, 2016  
6 Sacramento, California

JAN LYNN OWEN  
Commissioner of Business Oversight

7  
8 By \_\_\_\_\_  
9 MARY ANN SMITH  
10 Deputy Commissioner  
11 Enforcement Division  
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