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

TO: Roy Lam
Yoogo Corporation
2045 Irving St.
San Francisco, CA 94122-1715

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

The California Corporations Commissioner finds that:

1. At all relevant times, Roy Lam (“Lam”) has been president of Yoogo Corporation (“Yoogo”), with its principal place of business at 2045 Irving Street in San Francisco, California.
2. Lam and Yoogo have offered and sold franchises in California and to California residents to operate “Tuttimelon” retail stores selling frozen yogurt and related items. Although styled as “Trademark License Agreements,” they are franchises under California law. “Initial trademark license fees”, ostensibly consisting of a “set-up fee” and two years of “licensing fee,” totaling \$13,500 are customarily required to be paid in advance by franchisees.
3. Neither Lam nor Yoogo have been registered under the Franchise Investment Law and have not been exempted under Chapter 1, beginning with Corporations Code section 31100.

Based upon the foregoing findings, the California Corporations Commissioner is of the opinion that Roy Lam and Yoogo Corporation sold franchises in California that were subject to registration under the Franchise Investment Law without first being registered, in violation of Corporations Code section 31110. Pursuant to section 31402 of the Corporations Code, Roy Lam and Yoogo Corporation are hereby ordered to desist and refrain from the further offer or sale of Tuttimelon franchises, or any other franchises, unless and until the offers have been duly registered under the Franchise Investment Law, or exempted thereunder.

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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: October 28, 2011
Los Angeles, California

PRESTON DuFAUCHARD
California Corporations Commissioner

By _____
ALAN S. WEINGER
Deputy Commissioner