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8 BEFORE THE DEPARTMENT OF FINANCIAL PROTECTION AND INNOVATION
9 OF THE STATE OF CALIFORNIA

11	In the Matter of:)	FIL ORG ID: 130338
12)	
13	THE COMMISSIONER OF FINANCIAL)	STOP ORDER DENYING EFFECTIVENESS
14	PROTECTION AND INNOVATION,)	OF FRANCHISE REGISTRATION
15)	APPLICATION
16	Complainant,)	
17)	(Corp. Code § 31115)
18	v.)	
19)	
20	CLASSIC ROCK COFFEE CO.)	
21	FRANCHISING LLC,)	
22)	
23	Respondent.)	
24)	

22 The Commissioner of Financial Protection and Innovation (Commissioner) of the
23 Department of Financial Protection and Innovation, on June 16, 2021, issued a Statement in
24 Support of Stop Order Denying Effectiveness of Franchise Registration Application (Statement) to
25 Classic Rock Coffee Co. Franchising LLC (Classic Rock) and a Citation Including: (1) Desist and
26 Refrain Order; (2) Assessment of Administrative Penalties; and (3) Claim for Ancillary Relief
27 (Citation) to Classic Rock and Kent Morrison. The Statement and Citation are incorporated herein
28 by this reference.

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Based on the findings contained in the Statement and the Citation, the Commissioner has determined that an order should be issued pursuant to Corporations Code section 31115, subdivisions (a) and (d), denying the effectiveness of the franchise registration application filed on or around February 25, 2020, by Classic Rock Coffee Franchising Co. LLC.

NOW GOOD CAUSE APPEARING THEREFORE, it is hereby ordered that the effectiveness of the franchise registration application filed on or around February 25, 2020, by Classic Rock Coffee Franchising Co. LLC is denied. The issuance of this order is necessary, in the public interest, for the protection of investors and is consistent with the purposes, policies, and provisions of the Franchise Investment Law.

Dated: June 16, 2021

MANUEL P. ALVAREZ
Commissioner of Financial Protection and Innovation

By _____
MARY ANN SMITH
Deputy Commissioner
Enforcement Division

