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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