

STATE OF ILLINOIS
SECRETARY OF STATE
SECURITIES DEPARTMENT

_____))
IN THE MATTER OF: BRIGHT BUILDERS INC., its officers,))
and directors, employees, agents, partners, affiliates, successors) FILE NO. 0800289
and assigns))
_____)

ORDER TO CEASE AND DESIST

TO THE RESPONDENT: Bright Builders, Inc.
 Bright Business Center
 503 East Timpanogos Parkway
 Building S, Suite 2100
 Orem, UT 84097

WHEREAS, the above-captioned matter came on to be heard on October 20, 2010, pursuant to the Notice of Hearing, dated February 10, 2010, and the record of the matter under the Illinois Business Opportunities Sales Law of 1995 [815 ILCS 602 5.1 et. seq.] The Secretary of State or his duly authorized representative has reviewed (the "Act").

WHEREAS, the rulings of the Hearing Officer on the admission of evidence and all motions are deemed to be proper and are hereby concurred with by the Secretary of State.

Findings of Fact

WHEREAS, proposed Findings of Fact and Conclusions of Law and Recommendation of the Hearing Officer, James L. Kopecky, in the above-captioned matter have been read and examined.

WHEREAS, the Findings of Fact of the Hearing Officer are accepted and are hereby adopted as the Findings of Fact of the Secretary of State as follows:

1. The Department served Respondent with a Notice of Hearing on or about February 10, 2010.
2. The Respondent failed to answer, appear, or submit a responsive pleading.
3. The Respondent did not appear at the Hearing.

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4. That Bright Builders Inc. ("Builders") is a Utah Corporation, which maintains its principal office at 503 East Timpanogos Parkway, Building S, Suite 2100, Orem, Utah 84097.
5. That during May 2008, a representative of the Respondent called at least one Illinois resident (the "Buyer") and presented the Buyer with an internet business Respondent would help build.
6. That Respondent's representative told the Buyer his initial job would be to bring his time, 10-15 hours a week for sixty days, keep an open mind and make the decision to invest six thousand one hundred twenty-five dollars and seventy-eight cents (\$6,125.78) for Respondent's expertise, support, education and coaching. The Buyer was informed of the Website Business (the "Package") and the income potential of this booming home business.
7. That the Package in part was comprised of:
 - "Products to sell, through their many contacts."
 - "A merchant account."
 - "A drop/ship company."
 - "Software."
 - "Coaching and training."
 - "A Website (\$30.00 per month for servicing)."
 - "Every Buyer would need to establish an Internet business, guaranteed."
8. That on or about June 2, 2008, the Buyer purchased the Package and the Respondent billed the Buyer's credit card six thousand one hundred twenty-five dollars and seventy-eight cents (\$6,125.78).
9. That at all relevant times, Respondent Bright Builders, Bright Business Center, and Deep Blue Sea, Inc., their partners, officers and directors, agents, employees, affiliates, successors and assigns, failed to register the business opportunity described in paragraphs four through eight (4-8).

CONCLUSIONS OF LAW

1. The Department properly served the Notice of Hearing on Respondent.

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2. The Notice of Hearing included the information required under Section 1102 of the Code.
3. The Secretary of State has jurisdiction over the subject matter pursuant to the Act.
4. Because of Respondent's failure to file a timely answer, special appearance or other responsive pleading in accordance with Section 13.1104:
 - (a) the allegations contained in the Notice of Hearing are deemed admitted;
 - (b) Respondent waived its right to a hearing;
 - © Respondent is subject to an Order of Default.
5. Because the Respondent failed to appear at the time and place set for hearing, in accordance with Section 130.1109, it:
 - (a) waived its right to present evidence, argue, object or cross examine witnesses; or
 - (b) otherwise participate at the hearing.
6. That Section 5-5.10(a)(6) of Business Opportunity Sales Law of 1995, [815 ILCS 602 et seq.] (the "Act") provides, inter alia, that a business opportunity is a contract or agreement, between a seller and purchaser, express or implied, orally or in writing, wherein it is agreed that the seller, or a person recommended by the seller, shall provide to the purchaser any product, equipment, supplies or services enabling the purchaser to start a business when the purchaser is required to make a payment to the seller, or a person recommended by the seller, of more than five hundred dollars (\$500.00), and the seller represents directly or indirectly, orally or in writing, that the seller, or a person recommended by the seller, will provide a marketing plan.
7. That the activities of Respondent described in paragraphs four through eight (4-8) of the Proposed Findings of Fact constitute a business opportunity as that term is defined in Section 5-5.10 of the Act.
8. That the activities of Respondent described in paragraphs four through eight (4-8) of the Proposed Findings of Fact constitute an offer as that term is defined under Section 5-5.20 of the Act.

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9. That the activities of Respondent described in paragraphs four through eight (4-8) of the Proposed Findings of Fact constitute a sale as that term is defined under Section 5-5.40 of the Act.
10. That Section 5-25 of the Act provides, inter alia, that it is unlawful for any person to offer any business opportunity in this State unless the business opportunity is registered under the Act or is exempt under Section 5-10 of the Act.

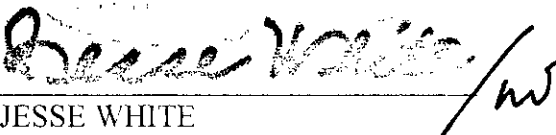
WHEREAS, an Order to Cease and Desist is in all respects authorized and appropriate in this case under Section 5-65 of the Act.

WHEREAS, Secretary of State adopts the Hearing Officer's Recommendation that a permanent Order be entered against Respondent to Cease and Desist from offering or selling any Business Opportunity in the State of Illinois.

NOW THEREFORE IT IS HEREBY ORDERED that, pursuant to the authority provided under Section 5-65 of the Act:

1. An Order of Default be entered against Respondent.
2. Respondent **Bright Builders, Inc.** its' officers and directors, employees, agents, partners, affiliates, successors and assigns, shall PERMANENTLY CEASE and DESIST from offering or selling any Business Opportunities in the State of Illinois.

ENTERED: This 10th day of February, 2011



JESSE WHITE
Secretary of State
State of Illinois

NOTICE: Failure to comply with the terms of this Order shall be a violation of Section 5-115 of the Illinois Business Opportunities Sales Law of 1995 [815 ILCS 602/5-1 et seq.] the "Act"). Any person or entity who fails to comply with the terms of this Order of the Secretary of State, having knowledge of the existence of this Order, shall be guilty of a Class 3 felony.

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This is a final order subject to administrative review pursuant to the Administrative Review Law [735 ILCS 5/3-101 et seq.] and the Rules and Regulations of the Act (14 Ill. Admin. Code, Ch. I, Sec. 130.1123). Any action for judicial review must be commenced within thirty-five (35) days from the date a copy of this Order is served upon the party seeking review.