

**STATE OF ILLINOIS
SECRETARY OF STATE
SECURITIES DEPARTMENT**

IN THE MATTER OF: NATIONAL OPPORTUNITIES,
LLC, AND WORLD WIDE MARKETING and
ASSOCIATES, LLC, their officers, and directors, agents,
managers, employees, members, affiliates, successors
and assigns.

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) FILE NO. 1000032
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CEASE AND DESIST

TO THE RESPONDENT: National Opportunities, LLC
P.O. Box 3070
Littleton, Colorado 80161

World Wide Marketing and Associates, LLC
8547 East Arapahoe Road, Suite J545
Greenwood Village, Colorado 80112

WHEREAS, a Summary Order to Cease and Desist (“the Summary Order”) was issued by the Secretary of State on April 30, 2010, ordering National Opportunities, LLC and World Wide Marketing and Associates, LLC (“the Respondent”) to CEASE and DESIST from offering or selling any business opportunities in the State of Illinois in violation of the provisions of the Business Opportunity Sales Law of 1995 [815 ILCS 602 et seq.] (the “Act”), until the further the order of the Secretary of State.

WHEREAS, pursuant to Section 5-65(1) of the Act, the failure to request a hearing within thirty (30) calendar days after entry of the Summary Order shall be deemed to constitute a waiver of all rights by such person to a hearing and the cease and desist order as to such person shall become permanent.

WHEREAS, the Respondents has failed to request a hearing on the matters contained in the Summary Order within thirty (30) calendar days after entry of said Summary Order.

WHEREAS, the Secretary of State, by and through his duly authorized representative, has adopted the Findings of Fact contained in the Summary Order as the Secretary of State’s Final Findings of Fact:

Order to Cease and Desist

2

1. That National Opportunities, LLC, ("National"), is a business entity of unknown origin, which maintains its principal office at P.O. Box 3070, Littleton, Colorado 80161.
2. That World Wide Marketing and Associates, LLC, ("World") collectively with National ("Respondents") is a business entity of unknown origin, which maintains its principal office at 8547 East Arapahoe Road, Suite J545, Greenwood Village, Colorado 80112.
3. That during May, 2008, a representative of National called at least one Illinois resident ("Buyer") and presented Buyer with an internet business Respondent would help build.
4. That Respondent's representative told Buyer of their sites which provided low cost health insurance, checking mortgage sites and shopping featuring Apple Computer, Starbucks, Overstock.com and others. These national sites were already set up and Buyer's site would be "plugged in" to them. For an initial refundable payment of One Hundred Ninety-Nine Dollars (\$199.00) to National, a packet of paperwork would be sent to Buyer and there would be a small charge for setting up his website.
5. That Respondent's representative told Buyer that he could advertise any way he wanted, but if Buyer used their marketing company, World, they could assure Buyer's success. National would put up \$40,000.00 and all Buyer would need to put up was \$15,000.00. Buyer would then receive 100-30 second T.V. commercials just for his web site, which all would be aired during prime time throughout the year ("The Package").
6. That on or about October 20, 2009, after Buyer purchased the Package and Respondent World billed Buyer's credit cards Fifteen Thousand Dollars, (\$15,000.00) plus the set up fee of \$199.00 to National.
7. 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 \$500 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.

Order to Cease and Desist

8. That the activities of Respondents described in paragraphs three through six (3-6), constitute a business opportunity as that term is defined in Section 5-5.10 of the Act.
9. That the activities of Respondents described in paragraph three through five (3-5) constitute an offer as that term is defined under Section 5-5.20 of the Act.
10. That the activities of Respondents described in paragraph seven (7) constitute a sale as that term is defined under Section 5-5.40 of the Act.
11. 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.
12. That at all relevant times, Respondents, National Opportunities, LLC, and World Wide Marketing and Associates, LLC, its members, officers and directors, agents, employees, affiliates, successors and assigns, failed to register the business opportunity described in paragraphs three through six (3 through 6) as required pursuant to Section 5-25 of the Act.
13. That, by virtue of the foregoing, the Respondents violated Section 5-25 of the Act.


Order to Cease and Desist

4

14. That Section 5-65 of the Act provides, inter alia, that whenever it appears to the Secretary of State that any person has engaged in or is about to engage in any act or practice constituting a violation of any provision of this Law or any rule, regulation, or order under this Law, the Secretary of State may issue an order directing the person to CEASE and DESIST from continuing the act or practice.

NOW THEREFORE, IT IS HEREBY ORDERED: That pursuant to Section 5-65 of the Act, the Respondents, **National Opportunities, LLC** and **World Wide Marketing and Associates, LLC**, their partners, officers and directors, employees, agents, affiliates, successors and assigns, individually, is hereby ordered to CEASE and DESIST from offering or selling any business opportunities in the State of Illinois in violation of the provisions of the Act.

DATED: This 16th day of July, 2010.


JESSE WHITE
Secretary of State
State of Illinois

Attorney for the Secretary of State:

Samuel F. Freiman
Illinois Securities Department
69 West Washington Street, Suite 1220
Chicago, Illinois 60602
Telephone: (312) 793-3988