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**STATE OF WASHINGTON  
DEPARTMENT OF FINANCIAL INSTITUTIONS  
SECURITIES DIVISION**

IN THE MATTER OF DETERMINING  
Whether there has been a violation of the  
Franchise Investment Protection Act by:

Coolvu Franchising Concepts, Inc.,  
Respondent.

Order No. S-23-3649-23-CO01

CONSENT ORDER

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**INTRODUCTION**

9 Pursuant to the Franchise Investment Protection Act, RCW 19.100, the Securities Division and  
10 Respondent Coolvu Franchising Concepts, Inc. do hereby enter into this Consent Order in settlement of the  
11 matters alleged herein. Respondent Coolvu Franchising Concepts, Inc. neither admits nor denies the Findings  
12 of Fact and Conclusions of Law as stated below.

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**FINDINGS OF FACT**

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**Respondents**

15 1. Coolvu Franchising Concepts Inc. (“Coolvu”) is a Georgia entity formed on May 27, 2021,  
16 with its principal place of business in Marietta, Georgia. Coolvu sells franchises for the operation of a home-  
17 based business selling and installing residential and commercial window film products and services. The  
18 products and services include window film, graphics and architectural surface products and services.

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**Nature of the Conduct**

- 20 2. On September 29, 2022, Coolvu sold a franchise to a Washington resident.
- 21 3. Prior to the sale, the Washington prospective franchisee received marketing materials and a  
22 Coolvu Franchise Disclosure Document.
- 23 4. The initial franchise fee was deferred by Coolvu until the opening of the Washington franchise.



1 IT IS AGREED that the Securities Division has jurisdiction to enter this order.

2 IT IS AGREED that in consideration of the foregoing, the Respondent waives their right to a hearing  
3 and to judicial review of this matter pursuant to RCW 19.100.260 and Chapter 34.05 RCW.

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5 **WILLFUL VIOLATION OF THIS ORDER IS A CRIMINAL OFFENSE.**

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7 Signed this 5th day of December 2023.

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10 Signed by:  
11 Coolvu Franchising Concepts, Inc.  
12 /s/Mike Herrera

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14 Name of Signer:  
15 Mike Herrera

16 \_\_\_\_\_  
17 Title of Signer:  
18 President

19 Approved as to form by:  
20 /s/Eric Reiss  
21 \_\_\_\_\_  
22 Eric Reiss, Attorney for Coolvu Franchising Concepts, Inc.

1 SIGNED and ENTERED this 8th day of January 2024.



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8 /s/William M. Beatty

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10 William M. Beatty  
11 Securities Administrator

12 Approved by:

13 /s/Brian J. Guerard

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15 Brian J. Guerard  
16 Chief of Enforcement

17 Presented by:

18 /s/Megan Campbell

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20 Campbell, Megan  
21 Financial Legal Examiner

22 Reviewed by:

23 /s/Holly Mack-Kretzler

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Holly Mack-Kretzler  
Financial Legal Examiner Supervisor