

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

IN THE MATTER OF DETERMINING)	
Whether there has been a violation of the)	Order No. S-15-1714-15-CO01
Franchise Investment Protection Act of)	
Washington by:)	CONSENT ORDER
)	
Michael Pucci,)	
Ashley Zdeb, and)	
Dystopia Rising, LLC,)	
Respondents.)	

Pursuant to the Franchise Investment Protection Act of Washington, RCW 19.100, the Securities Division and Respondents Michael Pucci, Ashley Zdeb, and Dystopia Rising, LLC (collectively referred to as “Respondents”), do hereby enter into this Consent Order in settlement of the matters alleged herein. On December 17, 2015, the Securities Administrator of the State of Washington issued Statement of Charges and Notice of Intent to Issue an Order to Cease and Desist, S-15-1714-15-SC01, hereinafter referred to as the “Statement of Charges,” against the Respondents Michael Pucci, Ashley Zdeb, and Dystopia Rising, LLC. The Securities Division has, in the Statement of Charges, made certain allegations and conclusions, set forth under the headings “Tentative Findings of Fact” and “Conclusions of Law.” Respondents neither admit nor deny the Findings of Fact and Conclusions of Law which are hereby incorporated by reference into this Consent Order.

CONSENT ORDER

IT IS AGREED AND ORDERED that Respondents Michael Pucci, Ashley Zdeb, and Dystopia Rising, LLC, their agents, and employees each shall cease and desist from violating RCW 19.100.120, the franchise registration section of the Franchise Investment Protection Act.

IT IS AGREED AND ORDERED that Respondents Michael Pucci, Ashley Zdeb, and Dystopia Rising, LLC, their agents, and employees each shall cease and desist from violating RCW 19.100.080, the disclosure document section of the Franchise Investment Protection Act.

IT IS FURTHER AGREED that Respondents Michael Pucci, Ashley Zdeb, and Dystopia Rising, LLC, shall be liable for and pay investigative costs of \$12,000 prior to the entry of this Consent Order.

IT IS FURTHER AGREED that the Securities Division has jurisdiction to enter this Consent Order.

1 IT IS AGREED AND ORDERED that Respondents Michael Pucci, Ashley Zdeb, and Dystopia
2 Rising, LLC, entered into this Consent Order freely and voluntarily and with a full understanding of its terms and
3 significance.

4 IT IS FURTHER AGREED that in consideration of the foregoing, Respondents Michael Pucci, Ashley Zdeb,
5 and Dystopia Rising, LLC, waive their right to a hearing and to judicial review of this matter.

6 Dated this 5th day, January of 2016 by: Dated this 5th day, January of 2016 by:

7 /s/
8 Michael Pucci

9 /s/
10 Ashley Zdeb

11 /s/
12 Dystopia Rising, LLC by Ashley Zdeb, co-founder

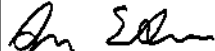
13 /s/
14 Approved as to Form by Daniel Oates,
15 Attorney for Respondents, WSBA#39334

16 -----
17 Signed and Entered this 12th day of January, 2016.

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19 WILLIAM M. BEATTY
20 Securities Administrator

21 Approved by:

22 

23 Suzanne Sarason
24 Chief of Compliance

25 Presented by:

26 

27 Martin Cordell
28 Financial Legal Examiner

29 Reviewed by:

30 Jack McClellan
31 Financial Legal Examiner Supervisor