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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 of  
Washington by:

Dimmples, Inc. d.b.a. Dimmples Car Rentals;  
and  
Eric Tano Tataw, a.k.a. Eric Tataw Tano,  
Respondents.

Order No. S-23-3606-23-SC01

STATEMENT OF CHARGES AND  
NOTICE OF INTENT TO  
ENTER ORDER TO CEASE AND DESIST

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**THE STATE OF WASHINGTON TO:**

Dimmples, Inc. d.b.a. Dimmples Car Rentals and  
Eric Tano Tataw, a.k.a. Eric Tataw Tano

Please take notice that the Securities Administrator for the state of Washington has reason to believe that Respondents Dimmples, Inc. d.b.a. Dimmples Car Rental and Eric Tano Tataw, a.k.a. Eric Tataw Tano, have violated the Franchise Investment Protection Act of Washington (“the Franchise Act”), RCW 19.100, and that their violations justify the entry of an order of the Securities Administrator under RCW 19.100.248 to cease and desist from such violations. The Securities Administrator finds as follows:

**TENTATIVE FINDINGS OF FACT**

**Respondents**

1. Dimmples, Inc. (“Dimmples”) d.b.a. Dimmples Rent A Car is a Maryland corporation formed on January 27, 2021, whose principal place of business is in Hyattville, Maryland. Dimmples is in the business of operating rental car businesses and offering franchises for the operation of Dimmples Car Rentals locations.

2. Eric Tano Tataw (“Tataw”), a Maryland resident, is the founder and Chief Executive Officer of Dimmples and National Telegraph, a media company.

STATEMENT OF CHARGES AND  
NOTICE OF INTENT TO ENTER  
ORDER TO CEASE AND DESIST

DEPARTMENT OF FINANCIAL INSTITUTIONS  
Securities Division  
PO Box 9033  
Olympia, WA 98507-9033  
360-902-8760

1 **Nature of Conduct**

2 3. On August 2, 2021, Tataw and Dimples posted on the National Telegraph Facebook page a  
3 video with the caption that stated “CEO of Dimples, Eric Tataw Holds First Meeting With Some Dimples  
4 Car Rentals Franchise Holders.”

5 4. On August 23, 2021, Tataw and Dimples posted on the Dimples Facebook page a video  
6 with the caption that stated “Our Newest Franchise Holder.”

7 *Washington Franchise Offer*

8 5. In late 2022, a Washington resident (“Resident”) contacted Eric Tataw regarding the  
9 opportunity to become a Dimples Car Rentals licensee.

10 6. Over the course of several months, Tataw told the Resident that, for \$30,000, Dimples  
11 would provide him with the opportunity to operate a Dimples Car Rentals location in Washington and that  
12 they would provide him access to the Dimples’ systems. Tataw told the Resident that this included  
13 training, marketing assistance, and access to the Dimples software and website.

14 7. Because the Resident did not have \$30,000, Tataw allowed the Resident to operate, without a  
15 written contract, a car rental business using the Dimples name, but without full access to the Dimples  
16 online reservations system and support. In November 2022, Tataw and Dimples charged the Resident  
17 \$2,500 for training on how to book car reservations. Tataw provided the Resident with a Dimples business  
18 phone number and instructed the Resident to purchase a phone from T-Mobile using the Dimples account.  
19 Tataw and Dimples advertised the Resident’s business by including it in its list of U.S. locations on the  
20 Dimples website.

21 8. Tataw and Dimples failed to provide the Resident with a Franchise Disclosure Document  
22 (“FDD”). The FDD is the document required to be provided to prospective franchisees in Washington and  
23 disclose the material information about the investment such as the franchisor’s audited financial statements,

1 investment risks, fees and cost information that may assist in weighing the risks and benefits of the  
2 investment.

3 Based upon the above Findings of Fact, the following Conclusions of Law are made:

4 **CONCLUSIONS OF LAW**

5 1. The offer the franchise described above constitute the offer and/or sale of a franchise as defined  
6 in RCW 19.100.010(6), RCW 19.100.010(12), and RCW 19.100.010(17).

7 2. The offer and sale of a franchise to operate a Dimples car rental business as described  
8 above constitutes the offer and/or sale of an unregistered franchise in violation of RCW 19.100.020.

9 3. The offer or sale of said franchises was in violation of RCW 19.100.080 because Tataw and  
10 Dimples failed to provide a franchisee with a franchise disclosure document prior to the sale of the  
11 franchise.

12 **NOTICE OF INTENT TO ORDER THE RESPONDENT TO CEASE AND DESIST**

13 Based upon the above Tentative Findings of Fact and Conclusions of Law, the Securities  
14 Administrator intends to order that Respondents and their agents and employees, each shall cease and desist  
15 from violations of RCW 19.100.020 and RCW 19.100.080.

16 **AUTHORITY AND PROCEDURE**

17 This Order is entered pursuant to the provisions of RCW 19.100.248 and is subject to the provisions  
18 of Chapter 34.05 RCW. Each Respondent may make a written request for a hearing as set forth in the  
19 NOTICE OF OPPORTUNITY TO DEFEND AND OPPORTUNITY FOR HEARING accompanying this  
20 order. If a Respondent does not request a hearing within the allowed time, the Securities Administrator  
21 intends to adopt the above Tentative Findings of Fact and Conclusions of Law as final and enter an order to  
22 cease and desist permanent as to that Respondent.

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SIGNED and ENTERED this 3rd day of November, 2023



/s/

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William M. Beatty  
Securities Administrator

Approved by:

Presented by:

/s/

/s/

Brian Guerard  
Chief of Enforcement

Martin Cordell  
Financial Legal Examiner

Reviewed by:

/s/

Huong Lam  
Financial Legal Examiner Supervisor