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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 Securities Act of Washington by:

IDENT-A-KID SERVICES OF AMERICA,  
INC. and ROBERT T. KING, their employees  
and agents,

Respondents.

SDO - 29 - 01  
CONSENT ORDER TO CEASE AND DESIST  
AND VACATING SUMMARY ORDER  
SDO 19 - 01  
Case No. 97 - 11 - 543

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**INTRODUCTION**

The Securities Division of the Department of Financial Institutions, State of Washington, and Respondents, Ident-A-Kid Services of America, Inc. and Robert T. King, hereby agree to this Consent Order in settlement of the matters alleged herein. Respondents neither admit nor deny the Findings of Fact and Conclusions of Law set forth below, and wish to obtain final disposition of this matter without invoking any rights to a hearing before the Securities Division.

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**FINDINGS OF FACT**

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**I. Respondents**

1. Respondent Ident-A-Kid Services of America, Inc. ("ISA") is a Florida for-profit corporation with its principal place of business at 2810 Scherer Drive North, St. Petersburg, Florida. The firm offers and sells a "directorship opportunity" to people interested in starting a home-based business. The business involves the marketing, manufacture, and sale of laminated identification cards for children.

1 2. Respondent Robert T. King ("King") is the President of ISA. King also provides on-location training  
2 to all new purchasers of the ISA opportunity.

3 3. Respondent ISA advertises its "directorship opportunity" in numerous publications distributed in  
4 Washington, including the Franchise Handbook and the Business Opportunity Handbook, which has an  
5 Internet web site that identifies IAS as an available business opportunity. In addition, the firm advertises  
6 on its own Internet web page, located at <http://www.ident-a-kid.net>, as well as on numerous business  
7 opportunity Internet web pages, including Entrepreneur.com, FranchiseAmerica.com, HomeWorks.com,  
8 and Money-At-Home.com. In 1997 IAS advertised in Business Startups magazine.

9 4. The ISA web page provides information on the "Directorship Opportunities" available from ISA:

10 I.S.A. has established a nationwide network of Program Directors to provide this  
11 service. There are now over 200 Programs in the United States. However, many  
12 undeveloped areas with great potential remain. Directors promote their own  
13 program from their home based office. The I.S.A. National Office provides  
14 supplies and equipment necessary to support the program. The cards sell for \$5.00  
each. The system utilizes an IBM compatible computer and proprietary software to  
produce the IDENT-A-KID Cards as well as forms, correspondence, etc.

15 5. According to the "Return on Investment" concept described on the ISA website, the inventory included  
16 in the "directorship package," which currently costs \$19,500.00, "should provide...enough initial income to  
17 pay for the entire cost of the directorship package."

18 6. In response to a Securities Division request, ISA has identified four Washington purchasers of their  
19 opportunity since 1990, with the most recent purchase occurring in 1998.

20 7. On or about September 14, 1998, a resident of Spokane, Washington, saw an advertisement for ISA in  
21 Business Startups magazine. The resident responded to the advertisement and requested information from  
22 ISA about the opportunity, which ISA sent. After reviewing the information received and researching  
23 local market conditions, the resident invested \$12,5000.00 for an ISA Directorship.  
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1 8. On or about September 20, 1998, King came to Spokane to provide three days of training to the  
2 resident. During the training King represented that there was no reason that the resident could not earn  
3 enough in the first six months to recover the cost of the ISA opportunity.

4 9. Respondents ISA and King are not currently registered to advertise, solicit, offer or sell a business  
5 opportunity in the State of Washington, and have not previously been so registered.

6 10. Respondents ISA and King are currently restructuring their operations as a franchise, and intend to  
7 offer and sell similar opportunities as a registered franchise.

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9 **CONCLUSIONS OF LAW**

10 The offer and/or sale of the opportunity as described above constitutes the offer and/or sale of a  
11 business opportunity as defined in RCW 19.110.020(1).

12 The offer and/or sale of said business opportunity is in violation of RCW 19.110.050(1) because  
13 Respondents' business opportunity is not and was not registered with the Securities Division prior to the  
14 advertising, soliciting, or making of any offer and/or sale of the business opportunity in this state.  
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17 **CONSENT ORDER**

18 The Securities Division and Respondents Ident-A-Kid Services of America, Inc. and Robert T. King  
19 have agreed upon a basis for the resolution of the matters alleged above. Respondents agree to the entry of  
20 this Order pursuant to the Business Opportunity Fraud Act and acknowledge the Securities Division's  
21 jurisdiction over this matter and its authority to enter this order.

22 Based on the foregoing, IT IS HEREBY AGREED AND ORDERED that Respondents, their agents  
23 and employees shall each cease and desist from offering and/or selling business opportunities or franchises  
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1 in any manner in violation of RCW 19.110 et seq., Washington's Business Opportunity Fraud Act, or RCW  
2 19.100 et seq., Washington's Franchise Investment Protection Act.

3 It is further AGREED that Respondents shall be jointly and severally liable for and shall pay the  
4 Securities Division the amount of Five Hundred Dollars (\$500.00) for reimbursement of its costs of the  
5 investigation into this matter. Said payment is to be made to the Division prior to the entry of this Order.

6 It is further AGREED that in consideration of the foregoing, Respondents each waive their right to a  
7 hearing on this matter.

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

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11 SIGNED this \_\_\_\_\_ day of \_\_\_\_\_, 2001.

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15 Robert T. King, Individually and as President  
16 of Ident-A-Kid Services, of America, Inc.

17 \_\_\_\_\_  
18 David A. Beyer, Esq.  
19 Piper Marbury Rudnick & Wolfe, LLP  
20 Attorneys for Respondents Robert T. King  
21 and Ident-A-Kid Services of America, Inc.

22 ENTERED this 22nd day of May, 2001.

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26 DEBORAH R. BORTNER  
27 Securities Administrator

28 Approved by:

29 Presented by:

30 \_\_\_\_\_  
31 Michael E. Stevenson  
32 Chief of Enforcement

33 \_\_\_\_\_  
34 Anthony W. Carter  
35 Securities Examiner

36 CONSENT ORDER

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DEPARTMENT OF FINANCIAL INSTITUTIONS  
Securities Division  
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