

Chapter SEC 35

GENERAL PROVISIONS

SEC 35.01 Fees	SEC 35.04 Files and records
SEC 35.02 Advertising	SEC 35.05 Financial statements
SEC 35.03 Injunctions	

History: Emergency rules covering general subject matter were adopted effective July 1, 1972.

**SEC 35.01 Fees.** The following fees, prescribed for examination of various matters arising under ch. 553, Stats., are chargeable to the applicant or registrant and are payable, unless otherwise provided by the commissioner, at the time the application or notice is filed:

(1) (a) Application for order of exemption under s. 553.25, Stats. .... \$200.00

(b) Notice filing for purposes of claiming registration exemption status under ch. 553, Stats., or rules thereunder ..... \$200.00

(c) Application for opinion confirming a registration exemption or an exclusion from a definition..... \$500.00

(d) Application for issuance of an interpretive opinion under ch. 553, Stats. .... \$500.00

(e) Application for approval of a written notice under s. 553.51 (4), Stats. .... \$200.00

(f) Application for renewal of a registration statement under s. 553.30, Stats. .... \$200.00

(g) Application for amendment of a registration statement under s. 553.31, Stats. .... \$200.00

(2) Advertising filed under s. 553.53, Stats. .... \$10.00 per item.

(3) Certification of any document or entry under s. 553.75 (4), Stats. .... \$50.00

(4) Photocopying fee ..... \$25 per page for the first 10 pages and \$.10 per page for any additional pages.

(5) Delinquent or materially deficient filings:

(a) Delinquent filing of annual materials prescribed under s. 553.22 (5), Stats., or s. SEC 32.05 (1) (c) 6 relating to franchise registration exemption ..... \$100.

(b) The commissioner may by order require the payment of a fee of not more than \$200 for delinquent or materially deficient filings of information or documents required to be filed in connection with the examination of any matter under ch. SEC 32 or 33.

History: Cr. Register, October, 1972, No. 202, eff. 11-1-72; am. (1) (a) and (b), (2) (a), cr. (1) (d) and (e), Register, December, 1980, No. 300, eff. 1-1-81; cr. (3) and (4), Register, December, 1982, No. 324, eff. 1-1-83; renum. (1) (b) to (e) to be (1) (c) to (f), cr. (1) (b) and (g), Register, December, 1984, No. 348, eff. 1-1-85; am. (1) (a) and (c), Register, December, 1985, No. 360, eff. 1-1-86; am. (2) (a) and (b), Register, December, 1986, No. 372, eff. 1-1-87; r. and recr. (1) to (3), Register, December, 1988, No. 396, eff. 1-1-89; cr. (5), Register, December, 1989, No. 408, eff. 1-1-90.

**SEC 35.02 Advertising.** (1) **FILING.** (a) The following advertising used in connection with the offer to sell, sale or purchase of any franchise in this state is exempted from filing under s. 553.53, Stats.:

1. A prospectus used by a person other than the applicant in connection with the offer or sale of a franchise for which an order of registration has been issued under s. 553.29 (3), Stats.;

2. Advertising which does no more than state from whom advertising or, in the case of a franchisor registered under s. 553.26, Stats., a prospectus may be obtained, identify the franchise offered for sale and state the franchise fee, if any, for the franchise and the name of the franchise or selling entity; and

3. Advertising published, distributed or used relating to a franchise exempted under ss. 553.22, 553.23, 553.25, Stats., or s. SEC 32.05.

4. Any other advertising which the commissioner may specify by order.

(b) All advertising required to be filed by a registrant or by any franchisor, person or applicant doing business within the state of Wisconsin subject to the scope of the chapter within the meaning of s. 553.59, Stats., and required to be filed by virtue of ss. 553.22 (4) or 553.26 and 553.53, Stats., shall be filed with the commissioner in duplicate not less than 5 days prior to the date of use thereof or such shorter period as the commissioner may permit.

(c) The commissioner may, prior to use in this state of advertising filed pursuant to s. 553.53, Stats., request revision of the advertising to reflect the requirements of ss. 553.22 (3) and 553.26, Stats., and the requirements of sub. (2).

(2) **STANDARDS FOR ADVERTISING.** (a) No advertising shall make reference to:

1. The purchase or sale of a franchise as a safe investment, as free from loss or default, or as an assurance of earnings or profits;

2. Projections of operations or of income from the operation of any franchise unless based on past certified and audited financial statements except during the time preceding the first yearly report of operations of the franchisor as authorized under s. SEC 34.02 (1) (d) or 35.05, or unless otherwise permitted by the commissioner, and then, only if a statement of the basis therefor as required by s. 553.22 (3) (m) or 553.26 (16), Stats., is disclosed therein;

3. Any opinion of counsel without stating the name and address of such counsel.

(b) All advertising shall make reference to the name and address of the person using the advertisement or making the offer.

History: Cr. Register, October, 1972, No. 202, eff. 11-1-72; am. (1) (a) 2., Register, December, 1980, No. 300, eff. 1-1-81; am. (2) (b), Register, December, 1981, No. 312, eff. 1-1-82; renum. (1) (a) 3. to be 4. and cr. (1) (a) 3., Register, December, 1984, No. 348, eff. 1-1-85; am. (1) (b), Register, December, 1985, No. 360, eff. 1-1-86; am. (1) (b) and (c), Register, December, 1987, No. 384, eff. 1-1-88.

**SEC 35.03 Injunctions.** In any injunctive proceeding under s. 553.54, Stats., the commissioner may petition the court to order rescission of any Register, December, 1989, No. 408

COMMISSIONER OF SECURITIES

124-1  
SEC 35

sale or purchase of franchises determined to be in violation of ch. 553,  
Stats.

**History:** Cr. Register, October, 1972, No. 202, eff. 11-1-72.