

STATE OF WASHINGTON
DEPARTMENT OF FINANCIAL INSTITUTIONS
SECURITIES DIVISION

IN THE MATTER OF DETERMINING
Whether there has been a violation
of the Business Opportunity Fraud Act of the
State of Washington by:

Worldwide Marketing Group, Inc., Marlene
Briathwaite, its owners, principals, officers,
agents and employees,

Respondents.

SDO - 53-02

SUMMARY ORDER TO CEASE AND DESIST

Case No. 02-05-206/11125

THE STATE OF WASHINGTON TO: WorldWide Marketing Group, Inc.
PO Box 640587
Miami, Florida 33164-0587

Marlene Briathwaite, President
18700 NW 11th Place
Miami, Florida 33169

STATEMENT OF CHARGES

Please take notice that the Securities Administrator of the State of Washington has reason to believe that Respondents, WorldWide Marketing Group, Inc., Marlene Briathwaite, and its owners, principals, officers, agents and employees, have violated the Business Opportunity Fraud Act and that their violations justify the entry of an order of the Securities Administrator under RCW 19.110.150 to cease and desist from such violations. The Securities Administrator finds that delay in ordering the Respondents to cease and desist from such violations would be hazardous to the investors and to the public and that a Summary Order to Cease and Desist should be entered immediately. The Securities Administrator finds as follows:

SUMMARY ORDER TO CEASE AND DESIST

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

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TENTATIVE FINDINGS OF FACT

I. Respondents

1. WorldWide Marketing Group, Inc maintains a business address at Post Office Box 640587, Miami, Florida 33164-0587. WorldWide Marketing Group, Inc. offers a business opportunity relating to in-home mail processing.

2. Marlene Briathwaite is the president of WorldWide Marketing Group, Inc. and maintains an address at 18700 NW 11th Place, Miami, Florida 33169.

II. Nature of the Business Opportunity

2. In November of 2001, a resident of the state of Washington received promotional materials from WorldWide Marketing Group, Inc through the United States mail. The marketing material, titled “Home Workers Wanted!!,” stated, in part:

HOME WORKERS WANTED!!
EARN UP TO \$3,500.00 AND MORE WEEKLY...
Stuffing And Mailing Our Catalogs From Home...
Get Paid \$7.00 per catalog stuffed and mailed...
Free postage... free supplies...
We'll send you all catalogs to be stuffed.

3. The marketing material provided that purchasers were required to send a “REFUNDABLE FEE of \$39.00”. This fee would provide the purchaser with all the materials necessary to begin the in-home mailing process and would entitle the purchaser to weekly advance paychecks. The materials stated that this fee would be refunded in the purchaser’s third paycheck.

1 4. The marketing material did not include any disclosure information or material financial
2 information regarding the in-home mail processing opportunity or WorldWide Marketing Group, Inc.,
3 including, but not limited to, a current financial statement.

4 5. WorldWide Marketing Group, Inc. is continuing to offer its mail processing opportunity.

5 III. Registration Status

6 WorldWide Marketing Group, Inc. is not currently registered to sell its business opportunities in
7 the state of Washington and has not previously been so registered.

8 IV.

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

10 CONCLUSIONS OF LAW

11 I. Business Opportunity

12 The offer and/or sale of WorldWide Marketing Group, Inc. described above constitutes the offer
13 and/or sale of a business opportunity as defined in RCW 19.110.020(1)(c).

14 II. Registration of the Business Opportunity

15 The offer and/or sale of said business opportunity is in violation of RCW 19.110.050 because it
16 had not be registered with the Administrator of Securities prior to advertising, soliciting, or making of
17 any offer and/or sale of the business opportunity in this state.

18 III. Disclosure/Fraud

19 The offer and/or sale of said business opportunity was made in violation of RCW 19.110.070 and
20 RCW 19.110.120, the antifraud provisions and disclosure document provisions of the Business
21 Opportunity Fraud Act, respectively. Respondents violated those provisions by failing to provide
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1 prospective purchasers a disclosure document containing complete material information regarding the
2 business opportunity, including but not limited to a financial statement of the seller.

3 EMERGENCY

4 The Securities Administrator finds that an emergency exists, that the continued violations of
5 RCW 19.110.050, RCW 19.110.070 and RCW 19.110.120 constitute a threat to the investing public,
6 and that a summary order to cease and desist from those violations is in the public interest and
7 necessary for the protection of the investing public.

8 SUMMARY ORDER

9 Based on the foregoing, NOW, THEREFORE, IT IS HEREBY SUMMARILY ORDERED that
10 Respondents, WorldWide Marketing Group, Inc., Marlene Briathwaite, its owners, principals,
11 officers, agents and employees, each cease and desist from offering and/or selling business
12 opportunities in any manner in violation of RCW 19.110.050(1), the section of the Business
13 Opportunity Fraud Act requiring registration.
14

15 It is further SUMMARILY ORDERED That, WorldWide Marketing Group, Inc., Marlene
16 Briathwaite, its owners, principals, officers, agents and employees, each cease and desist from
17 offering and/or selling business opportunities in any manner in violation of RCW 19.110 070 and
18 RCW 19.110.120, the disclosure document and the anti-fraud provisions of the Business Opportunity
19 Fraud Act, respectively.
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21 AUTHORITY AND PROCEDURE

22 This Order is entered pursuant to the provisions of RCW 19.110.150 and is subject to the
23 provisions of Chapter 34.05 RCW. The respondents, WorldWide Marketing Group, Inc. and Marlene
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1 Briathwaite may make a written request for a hearing as set forth in the NOTICE OF
2 OPPORTUNITY TO DEFEND AND OPPORTUNITY FOR HEARING accompanying this order.

3 WILLFUL VIOLATION OF THIS ORDER IS A CRIMINAL OFFENSE.

4 DATED this 8th day of July, 2002.

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8 DEBORAH R. BORTNER
9 Securities Administrator

10 Presented by:

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12 _____
13 Susan H. Anderson
14 Investigator

15
16 _____
17 Martin Cordell
18 Financial Legal Examiner

19 Approved by:

20 _____
21 Michael E. Stevenson
22 Chief of Compliance