

**ADMINISTRATIVE PROCEEDING
BEFORE THE
SECURITIES COMMISSIONER OF MARYLAND**

In the Matter of:

JESSALYNN & COMPANY, LLC,
d.b.a. POLE PRESSURE,

and

JESSALYNN M. MEDAIRY

Respondents.

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Case No. 2015-0341

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FINAL ORDER TO CEASE AND DESIST

WHEREAS, the Securities Division of the Office of the Attorney General of Maryland (the “Securities Division”) initiated an investigation into the franchise-related activities of Jessalynn & Company, LLC, d.b.a. Pole Pressure and Jessalynn M. Medairy (collectively “Respondents”) under the authority granted under the Maryland Franchise Registration and Disclosure Law, MD. BUS. REG. CODE ANN. §§14-201 et seq. (2015 Repl. Vol.) (the “Maryland Franchise Law”); and

WHEREAS, as a result of that investigation, the Maryland Securities Commissioner (the “Commissioner”) found grounds to allege that Respondents violated the registration and disclosure provisions of the Maryland Franchise Law, in relation to the offer to sell and sale of Pole Pressure franchises in Maryland; and

WHEREAS, on April 1, 2016, the Commissioner issued an Order to Show Cause Against Respondents, ordering them to show cause why a final order should not be entered against them to cease and desist from violating the registration and disclosure provisions of the Maryland Franchise

Law; and

WHEREAS, the Order to Show Cause gave Respondents notice of the opportunity for a hearing in this matter, provided they submitted an answer within 15 days of service of the Order to Show Cause and further gave notice to Respondents that failure to file a written answer would be deemed a waive of the right to a hearing and would result in the entry of a final order directing them to permanently cease and desist from violating the Maryland Franchise Law; and

WHEREAS, on April 4, 2016, copies of the Order to Show Cause were sent by certified mail, return receipt requested to Respondents and to Respondents' counsel; and

WHEREAS, Respondents' counsel was served with a copy of the Order to Show Cause on April 6, 2016, and Respondents were served with a copy of the Order to Show Cause on April 9, 2016; and

WHEREAS, Respondents' counsel requested an extension of time until May 2, 2016 to respond to the Order to Show Cause, which request the Securities Division granted; and

WHEREAS, Respondents have not filed an answer or a request for a hearing in response to the Order to Show Cause; and

WHEREAS, the Commissioner has determined that it is in the public interest to issue this Final Order to Cease and Desist;

NOW, THEREFORE, THE COMMISSIONER HEREBY FINDS AND ORDERS:

I. JURISDICTION

1. The Commissioner has jurisdiction in this proceeding and over Respondents under section 14-210 (a) of the Maryland Franchise Law.

II. FINDINGS OF FACT

2. Jessalynn & Company, LLC, d.b.a. Pole Pressure (“Pole Pressure”), is a Maryland limited liability company with a principal business address of 6408 Ruxton Drive, Elkridge, MD 21075. Pole Pressure also operated from an address in Washington, DC.

3. Jessalynn M. Medairy (“Medairy”) is the chief executive officer of Pole Pressure.

4. Respondents offered and sold licenses for individuals to operate a business utilizing the “Pole Pressure Concept.”

5. The Pole Pressure Concept included materials and training for licensees to operate a pole dancing fitness studio, and the business methods, business concepts, pricing lists, signage, advertising concepts, copyrights, and trademarks (including the name Pole Pressure) associated with operating that business.

6. Prior to 2016, Pole Pressure advertised the sale of license agreements for the Pole Pressure Concept on its Internet website at www.polepressure.com.

7. Between 2013 and 2015, Respondents entered into 5 “License Agreements” and one “Trademark and Service Mark License Agreement” with licensees who were residents of Maryland or who intended to operate a Pole Pressure business in Maryland (“Maryland Licensees”).

8. Medairy signed the License Agreements with Maryland Licensees as manager of Pole Pressure.

9. Pole Pressure also entered into additional License Agreements with residents of Virginia.

10. Under the Pole Pressure License Agreements, Maryland Licensees agreed to pay Pole Pressure a monthly license fee of either \$250 or \$400, depending on the licensee.

11. As of October 2015, all but one of the Maryland Licensees had terminated their

License Agreements with Pole Pressure or closed their businesses offering the Pole Pressure Concept.

12. Pole Pressure's License Agreements with Maryland Licensees are franchises under the Maryland Franchise Law.

13. Respondents never registered to offer and sell franchises under the Maryland Franchise Law.

14. Respondents never gave a Franchise Disclosure Document ("FDD") to any Maryland Licensees before they signed their License Agreements.

III. CONCLUSIONS OF LAW

The Commissioner concludes that:

15. Respondents offered and sold franchises in Maryland in violation of section 14-228 of the Maryland Franchise Law.

16. Respondents offered to sell and sold franchises in Maryland without giving prospective Maryland franchisees the offering prospectus required under the Maryland Franchise Law at any time before the Maryland franchisees paid consideration or signed a binding contract related to the franchise in violation of section 14-223 of the Maryland Franchise Law.

IV. SANCTIONS

NOW, THEREFORE, the Commissioner finds it to be in the public interest to issue this Final Order to Cease and Desist and HEREBY ORDERS THAT:

17. Respondents permanently cease and desist from the offer and sale of franchises in violation of the Maryland Franchise Law.

V. JURISDICTION RETAINED

18. Jurisdiction is retained by the Commissioner for the purpose of enabling any party

to this Order to apply for such further orders and directions as may be necessary or appropriate for the construction or enforcement of this Order.

VI. NOTICE OF RIGHT TO APPEAL

19. Pursuant to the Code of Maryland Regulations, COMAR 02.02.06.24, any Respondent has the right to file an appeal of this Order with the circuit court of Maryland. Any appeal must be filed within 30 days from the date this Order is mailed by the Securities Division.

SO ORDERED:

Commissioner's Signature on File
w/Original Document

Dated: May 10, 2016

MELANIE SENTER LUBIN
SECURITIES COMMISSIONER