

FRANCHISE DISCLOSURE DOCUMENT

Daekyo America, Inc.
a California corporation
105 Challenger Road
Ridgefield Park, NJ 07660
Phone: (888) 835 - 1212
Website: www.myeyelevel.com
Email: franchise@myeyelevel.com



We offer a franchise to operate a learning center under the “Eye Level Learning Center” name. The learning center offers methods and programs for mathematics , English and other academic curricula to pre-school up to high-school students.

The estimated total investment necessary to begin operation of an Eye Level Learning Center ranges from \$68,095 to \$135,100. This includes the initial franchise fee of \$20,000 which must be remitted to us or to our affiliates. The total investment necessary under the Area Development Agreement equals \$10,000 multiplied by the total number of Eye Level Learning Centers to be developed. This amount is payable to us. We credit the initial development fee against the initial franchise fee for each Eye Level Learning Center (after the first one).

This disclosure document summarizes certain provisions of your franchise agreement and other information in plain English. Read this disclosure document and all accompanying agreements carefully. You must receive this disclosure document at least 14 calendar days before you sign a binding agreement with, or make any payment to, the franchisor or an affiliate in connection with the proposed franchise sale. **Note, however, that no governmental agency has verified the information contained in this document.**

You may wish to receive your disclosure document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact us at 105 Challenger Road, Ridgefield Park, NJ 07660, attn: Franchise Department or (888) 835-1212.

The terms of your contract will govern your franchise relationship. Don’t rely on the disclosure document alone to understand your contract. Read all of your contract carefully. Show your contract and this disclosure document to an advisor, like an attorney or an accountant.

Buying a franchise is a complex investment. The information in this disclosure document can help you make up your mind. More information on franchising, such as *A Consumer’s Guide to Buying a Franchise*, which can help you understand how to use this disclosure document, is available from the Federal Trade Commission (FTC). You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, D.C. 20580. You can also visit the FTC’s home page at www.ftc.gov for additional information. Call your state agency or visit your public library for other sources of information on franchising.

There may also be laws on franchising in your state. Ask your state agencies about them.

Issuance Date: March 31, 2014

STATE COVER PAGE

Your state may have a franchise law that requires a franchisor to register or file with a state franchise administrator before offering or selling in your state. REGISTRATION OF A FRANCHISE BY A STATE DOES NOT MEAN THAT THE STATE RECOMMENDS THE FRANCHISE OR HAS VERIFIED THE INFORMATION IN THIS DISCLOSURE DOCUMENT.

Call the state administrators listed in Exhibit A for information about the franchisor about franchising in your state.

MANY FRANCHISE AGREEMENTS DO NOT ALLOW YOU TO RENEW UNCONDITIONALLY AFTER THE INITIAL TERM EXPIRES. YOU MAY HAVE TO SIGN A NEW AGREEMENT WITH DIFFERENT TERMS AND CONDITIONS IN ORDER TO CONTINUE TO OPERATE YOUR BUSINESS. BEFORE YOU BUY, CONSIDER WHAT RIGHTS YOU HAVE TO RENEW YOUR FRANCHISE, IF ANY, AND WHAT TERMS YOU MIGHT HAVE TO ACCEPT IN ORDER TO RENEW.

Please consider the following RISK FACTORS before you buy this franchise:

1. THE FRANCHISE AGREEMENT AND AREA DEVELOPMENT AGREEMENT REQUIRES YOU TO ARBITRATE WITH US ONLY IN BERGEN COUNTY, NEW JERSEY AND TO SUE US ONLY IN THE COURT DISTRICT WHERE OUR HEADQUARTERS IS LOCATED. OUT OF STATE ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE WITH OR SUE US IN NEW JERSEY THAN IN YOUR HOME STATE.
2. THE FRANCHISE AGREEMENT AND AREA DEVELOPMENT AGREEMENT PROVIDES THAT NEW JERSEY LAW GOVERNS THE AGREEMENT AND NEW JERSEY LAW MAY NOT PROVIDE THE SAME PROTECTION AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. YOU MUST PAY US MINIMUM ROYALTY FEES OF \$1,044 EACH MONTH AFTER THE FIRST YEAR OF OPERATION EVEN IF THE FRANCHISED BUSINESS HAS NO REVENUE.
4. WE AND OUR AFFILIATES MAY ESTABLISH OTHER CHANNELS OF DISTRIBUTION AND SELL OR DISTRIBUTE ANY PRODUCT OR SERVICE TO THE GENERAL PUBLIC UNDER THE SAME AND/OR DIFFERENT TRADEMARK IN COMPETITION WITH THE FRANCHISEE.
5. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

This disclosure document is for use in the following states with the effective dates as indicated below:

California: Pending	Florida: April 1, 2014	Hawaii: Pending
Illinois: Pending	Indiana: Pending	Maryland: Pending
Michigan: April 1, 2014	New York: Pending	Rhode Island: April 1, 2014
Utah: Pending	Virginia: Pending	Wisconsin: Pending
Washington: Pending		

TABLE OF CONTENTS

<u>ITEM</u>	<u>PAGE</u>
ITEM 1 THE FRANCHISOR, ANY PARENTS, PREDECESSORS AND AFFILIATES	1
ITEM 2 BUSINESS EXPERIENCE	4
ITEM 3 LITIGATION	6
ITEM 4 BANKRUPTCY	6
ITEM 5 INITIAL FEES	7
ITEM 6 OTHER FEES	7
ITEM 7 ESTIMATED INITIAL INVESTMENT	14
ITEM 8 RESTRICTIONS ON SOURCES OF PRODUCTS AND SERVICES	17
ITEM 9 FRANCHISEE'S OBLIGATIONS	20
ITEM 10 FINANCING	22
ITEM 11 FRANCHISOR'S ASSISTANCE, ADVERTISING, COMPUTER SYSTEMS, AND TRAINING	22
ITEM 12 TERRITORY	33
ITEM 13 TRADEMARKS	37
ITEM 14 PATENTS, COPYRIGHTS AND PROPRIETARY INFORMATION	38
ITEM 15 OBLIGATION TO PARTICIPATE IN THE ACTUAL OPERATION OF THE FRANCHISE BUSINESS	39
ITEM 16 RESTRICTIONS ON WHAT THE FRANCHISEE MAY SELL	40
ITEM 17 RENEWAL, TERMINATION, TRANSFER AND DISPUTE RESOLUTION	42
ITEM 18 PUBLIC FIGURES	49
ITEM 19 FINANCIAL PERFORMANCE REPRESENTATIONS	49
ITEM 20 OUTLETS AND FRANCHISEE INFORMATION	50
ITEM 21 FINANCIAL STATEMENTS	58
ITEM 22 CONTRACTS	58
ITEM 23 RECEIPTS	58

This is a document preview downloaded from FranchisePanda.com. The full document is available for free by visiting: <https://franchisepanda.com/franchises/eye-level-learning-center>