

UNIFORM FRANCHISE REGISTRATION APPLICATION

File No. _____
(Insert file number of immediately
preceding filing of Applicant)

State: Wisconsin

Fee: _____

APPLICATION FOR (Check only one):

- Initial Registration of an Offer and Sale of Franchises
 Renewal Application or Annual Report
 Pre-Effective Amendment
 Post-Effective Material Amendment

1. Full legal name of Franchisor:

Rococo Franchise Corporation

2. Name of the franchise offering:

ROCKY ROCOCO PIZZA AND PASTA

3. Franchisor's Principal Business Address:

105 East Wisconsin Avenue
Oconomowoc, Wisconsin 53066

4. Name and address of Franchisor's agent in this State authorized to receive service of process:

The Commissioner of Securities
101 East Wilson Street, P. O. Box 1768
Madison, Wisconsin 53701-1768

5. The states in which this application is or will be shortly on file:

Wisconsin
Michigan
Minnesota
Illinois
Indiana

6. Name, address, telephone and facsimile numbers, and e-mail address of person to whom communications regarding this application should be directed:

Thomas R. Hester
Rococo Franchise Corporation
105 East Wisconsin Avenue
Oconomowoc, Wisconsin 53066
(262) 569-5580
(262) 569-5591 – Fax
treyhester@rockyroco.com

Certification

I certify and swear under penalty of law that I have read and know the contents of this application, including the Franchise Disclosure Document with an issuance date of April 9th, 2021, attached as an exhibit, and that all material facts stated in all those documents are accurate and those documents do not contain any material omissions. I further certify that I am duly authorized to make this certification on behalf of the Franchisor and that I do so upon my personal knowledge.

Signed at Oconomowoc, WI, this 9th day of April, 2021.

Franchisor:

ROCOCO FRANCHISE CORPORATION

By:



— Thomas R. Hester III, President

FRANCHISOR'S COSTS AND SOURCE OF FUNDS

1. Disclose the Franchisor's total costs for performing its pre-opening obligations to provide goods or services in connection with establishing each franchised business, including real estate, improvements, equipment, inventory, training and other items stated in the offering:

<u>Category</u>	<u>Costs</u>
Site Selection/Development	\$9,000.00
Training	\$14,700.00
Travel	<u>\$700.00</u>
TOTALS	\$24,400.00

2. State separately the sources of all required funds:

Franchisor's Operating Funds

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