


## FRANCHISE DISCLOSURE DOCUMENT

 <p>MADE IN THE <b>SHADE</b></p> <p>BLINDS   SHADES   SHUTTERS   DRAPERIES</p>	<p><b>Made in the Shade Blinds and More LLC</b> a Texas limited liability company 2523 Boardwalk St, San Antonio, Texas 78217 1-800-764-3521 MadeintheShade.com   MITSFranchising.com</p>
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The franchise is for the establishment and operation of a business that specializes in the sale and distribution of window covering products (“MITS Business” or “Business”).

The total investment necessary to begin the operation of a MITS Business ranges from \$78,000 to \$107,700 for a minimum-sized territory with a population of 150,000. This includes \$67,500 to \$77,500 that must be paid to the franchisor or affiliate.

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 Made in the Shade Support at support@madeintheshade.com.

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 a lawyer or 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. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, DC 20580. You can also visit the FTC’s home page at [www.ftc.gov](http://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.

Date of Issuance: April 28, 2025

## How to Use This Franchise Disclosure Document

Here are some questions you may be asking about buying a franchise and tips on how to find more information:

<b>QUESTION</b>	<b>WHERE TO FIND INFORMATION</b>
<b>How much can I earn?</b>	Item 19 may give you information about outlet sales, costs, profits or losses. You should also try to obtain this information from others, like current and former franchisees. You can find their names and contact information in Item 20 or Exhibits C and D.
<b>How much will I need to invest?</b>	Items 5 and 6 list fees you will be paying to the franchisor or at the franchisor's direction. Item 7 lists the initial investment to open. Item 8 describes the suppliers you must use.
<b>Does the franchisor have the financial ability to provide support to my business?</b>	Item 21 or Exhibit G includes financial statements. Review these statements carefully.
<b>Is the franchise system stable, growing, or shrinking?</b>	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
<b>Will my business be the only Made in the Shade Blinds &amp; More business in my area?</b>	Item 12 and the "territory" provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.
<b>Does the franchisor have a troubled legal history?</b>	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
<b>What's it like to be a Made in the Shade Blinds &amp; More franchisee?</b>	Item 20 or Exhibits C and D lists current and former franchisees. You can contact them to ask about their experiences.
<b>What else should I know?</b>	These questions are only a few things you should look for. Review all 23 Items and all Exhibits in this disclosure document to better understand this franchise opportunity. See the table of contents.

## **What You Need to Know About Franchising *Generally***

**Continuing responsibility to pay fees.** You may have to pay royalties and other fees even if you are losing money.

**Business model can change.** The franchise agreement may allow the franchisor to change its manuals and business model without your consent. These changes may require you to make additional investments in your franchise business or may harm your franchise business.

**Supplier restrictions.** You may have to buy or lease items from the franchisor or a limited group of suppliers the franchisor designates. These items may be more expensive than similar items you could buy on your own.

**Operating restrictions.** The franchise agreement may prohibit you from operating a similar business during the term of the franchise. There are usually other restrictions. Some examples may include controlling your location, your access to customers, what you sell, how you market, and your hours of operation.

**Competition from franchisor.** Even if the franchise agreement grants you a territory, the franchisor may have the right to compete with you in your territory.

**Renewal.** Your franchise agreement may not permit you to renew. Even if it does, you may have to sign a new agreement with different terms and conditions in order to continue to operate your franchise business.

**When your franchise ends.** The franchise agreement may prohibit you from operating a similar business after your franchise ends even if you still have obligations to your landlord or other creditors.

## **Some States Require Registration**

Your state may have a franchise law, or other law, that requires franchisors to register before offering or selling franchises in the state. Registration does not mean that the state recommends the franchise or has verified the information in this document. To find out if your state has a registration requirement, or to contact your state, use the agency information in Exhibit A.

Your state also may have laws that require special disclosures or amendments be made to your franchise agreement. If so, you should check the State Specific Addenda. See the Table of Contents for the location of the State Specific Addenda.

## Special Risks to Consider About *This* Franchise

Certain states require that the following risk(s) be highlighted:

1. **Out-of-State Dispute Resolution.** The franchise agreement requires you to resolve disputes with the franchisor by mediation, arbitration and/or litigation only in Texas. Out-of-state mediation, arbitration, or litigation may force you to accept a less favorable settlement for disputes. It may also cost more to mediate, arbitrate, or litigate with the franchisor in Texas than in your own state.

2. **Inventory Control.** You must make inventory and supply purchases of at least \$75,000 each year, even if you do not need that much. Your inability to make these purchases or to maintain inventory levels at all times may result in termination of your franchise and loss of your investment.

3. **Minimum Performance Standard.** If you do not meet the minimum performance standard, we may reduce the size of your territory or terminate your franchise.

Certain states may require other risks to be highlighted. Check the “State Specific Addenda” (if any) to see whether your state requires other risks to be highlighted.

## MICHIGAN

### ADDENDUM TO DISCLOSURE DOCUMENT

**1. The state of Michigan prohibits certain unfair provisions that are sometimes in franchise documents. If any of the following provisions are in these franchise documents, the provisions are void and cannot be enforced against you.**

Each of the following provisions is void and unenforceable if contained in any documents relating to a franchise:

- (a) A prohibition on the right of a franchisee to join an association of franchisees.
- (b) A requirement that a franchisee assent to a release, assignment, novation, waiver, or estoppel which deprives a franchisee of rights and protections provided in this act. This shall not preclude a franchisee, after entering into a franchise agreement, from settling any and all claims.
- (c) A provision that permits a franchisor to terminate a franchise prior to the expiration of its term except for good cause. Good cause shall include the failure of the franchisee to comply with any lawful provision of the franchise agreement and to cure such failure after being given written notice thereof and a reasonable opportunity, which in no event need be more than 30 days, to cure such failure.
- (d) A provision that permits a franchisor to refuse to renew a franchise without fairly compensating the franchisee by repurchase or other means for the fair market value at the time of expiration of the franchisee's inventory, supplies, equipment, fixtures, and furnishings. Personalized materials which have no value to the franchisor and inventory, supplies, equipment, fixtures, and furnishings not reasonably required in the conduct of the franchise business are not subject to compensation. This subsection applies only if: (i) The term of the franchise is less than 5 years and (ii) the franchisee is prohibited by the franchise or other agreement from continuing to conduct substantially the same business under another trademark, service mark, trade name, logotype, advertising, or other commercial symbol in the same area subsequent to the expiration of the franchise or the franchisee does not receive at least 6 months advance notice of franchisor's intent not to renew the franchise.
- (e) A provision that permits the franchisor to refuse to renew a franchise on terms generally available to other franchisees of the same class or type under similar circumstances. This section does not require a renewal provision.
- (f) A provision requiring that arbitration or litigation be conducted outside this state. This shall not preclude the franchisee from entering into an agreement, at the time of arbitration, to conduct arbitration at a location outside this state.
- (g) A provision which permits a franchisor to refuse to permit a transfer of ownership of a franchise, except for good cause. This subdivision does not prevent a franchisor from exercising a right of first refusal to purchase the franchise. Good cause shall include, but is not limited to:
  - (i) The failure of the proposed transferee to meet the franchisor's then current reasonable qualifications or standards.
  - (ii) The fact that the proposed transferee is a competitor of the franchisor.

(iii) The unwillingness of the proposed transferee to agree in writing to comply with all lawful obligations.

(iv) The failure of the franchisee or proposed transferee to pay any sums owing to the franchisor or to cure any default in the franchise agreement existing at the time of the proposed transfer.

(h) A provision that requires the franchisee to resell to the franchisor items that are not uniquely identified with the franchisor. This subdivision does not prohibit a provision that grants to a franchisor a right of first refusal to purchase the assets of a franchise on the same terms and conditions as a bona fide third party willing and able to purchase those assets, nor does this subdivision prohibit a provision that grants the franchisor the right to acquire the assets of a franchise for the market or appraised value of such assets if the franchisee has breached the lawful provisions of the franchise agreement and has failed to cure the breach in the manner provided in subdivision (c).

(i) A provision which permits the franchisor to directly or indirectly convey, assign, or otherwise transfer its obligations to fulfill contractual obligations to the franchisee unless provision has been made for providing the required contractual services.

2. If the franchisor's most recent financial statements are unaudited and show a net worth of less than \$100,000.00, the franchisor shall, at the request of a franchisee, arrange for the escrow of initial investment and other funds paid by the franchisee until the obligations to provide real estate, improvements, equipment, inventory, training, or other items included in the franchise offering are fulfilled. At the option of the franchisor, a surety bond may be provided in place of escrow.

3. **The fact that there is a notice of this offering on file with the attorney general does not constitute approval, recommendation, or endorsement by the attorney general.** Any questions regarding this notice should be directed to:

Michigan Attorney General  
Consumer Protection Division – Franchise Section  
G. Mennen Williams Building  
525 W. Ottawa Street  
Lansing, Michigan 48933  
(517) 373-1140

**MADE IN THE SHADE BLINDS AND MORE LLC  
FRANCHISE DISCLOSURE DOCUMENT**

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**ITEM 1**  
**THE FRANCHISOR, AND ANY PARENTS, PREDECESSORS, AND AFFILIATES**

**The Franchisor, Its Parent, Predecessors, and Affiliates**

The Franchisor is Made in the Shade Blinds and More LLC, referred to in this disclosure document as “we,” “us,” or “our.” We refer to the person interested in buying a franchise as “you” or “your.” If you are a limited liability company, corporation, partnership, or other entity, certain provisions of the Franchise Agreement will apply to your owners.

We were organized as a Texas limited liability company on May 1, 2012. Our principal business address is 2523 Boardwalk St, San Antonio, TX, 78217.

We do business under our corporate name and under the name the “Made in the Shade Blinds and More.”

Exhibit A contains our agents for service of process.

We sell franchises for businesses that specialize in the sale and distribution of window covering and outdoor products (“MITS Businesses” or “Businesses”). MITS Businesses do business under the name “Made in the Shade Blinds & More” and other trademarks identified in Item 13 (the “Marks”).

We do not operate a MITS Business.

Prior to our formation, our principal operated a sole proprietorship under the d/b/a name, “Made in the Shade Blinds and More” (“MITS Predecessor”). MITS Predecessor operated from 2630 Rogers Fork, San Antonio, Texas 78258.

We began to offer franchises on January 31, 2013. From June 2004 through November 2012, MITS Predecessor contracted with dealers under dealership agreements that are different from the form of agreement described in this disclosure document. The dealerships for this type of business under the arrangement that was previously offered are no longer being offered and we no longer have any such dealers.

We are not engaged in any other businesses and have never offered franchises in any other lines of business.

Except as described above, we have no parent, predecessors, or affiliates that have offered franchises in any line of business or that provide products or services to our franchisees.

**International Franchising**

We have offered and sold franchises in Canada since 2013. As of December 31, 2024, we had 18 franchised outlets in Canada.

**The Franchise**

We offer qualified franchise applicants the right to operate MITS Businesses that specialize in the sale and distribution of window covering products (“Products”) in designated geographic areas (each, a “Territory”). A franchise operates from 1 business location (an “Office”) located within the Territory

described in the Franchise Agreement under the Made in the Shade Blinds and More business system (the “System”) and the Marks.

The System includes specifications, policies and procedures for operations; quality of the products and services offered; procedures for sales, management and financial control; training and assistance; and advertising and promotional programs, all of which may be changed, improved, and further developed by us periodically. You must operate your MITS Business under the Marks and use other trade names, service marks, trademarks, logos, and other symbols we designate (or may later designate) in writing for use in the System.

We may require your current and future Principals (as defined in the Franchise Agreement) to sign a Principals’ Guaranty and Assumption Agreement (“Guaranty”), guaranteeing your performance and binding themselves individually to certain provisions of the Franchise Agreement, including the covenants against competition and disclosure of confidential information, restrictions on transfer and dispute resolution procedures. Those of your Principals who are not required to sign the Guaranty will each sign a Confidentiality Agreement and Ancillary Covenants Not to Compete, with Principal undertakings, in the form attached to the Franchise Agreement.

The Franchise Agreement gives you certain protections against the operation of other MITS Businesses in your Territory. The operation of your MITS Business in the Territory must be directly supervised by a person you designate as your “Operating Principal.” Your Operating Principal is the main individual responsible for your business. If you are an individual, you will be the Operating Principal. If you are not an individual, you must designate someone who meets our requirements and whom we approve to be your Operating Principal. Your Operating Principal must have and maintain at least 10% ownership interest in you. Your Operating Principal will sign the Guaranty.

The person or entity signing the Franchise Agreement is the “Franchisee.” In this disclosure document, the terms “Principals” and “Operating Principal” and “you” and “your” include the franchisee under the Franchise Agreement unless we have noted otherwise.

### **Market and Competition**

The market for window covering products is well-established. The window covering business is affected by consumer taste, demographics, and economic conditions. You will primarily sell to homeowners. Sales are year-round.

There is active price and other competition among businesses that sell window covering products. Competitors may be locally owned, online, or large regional or national chains or franchises.

### **Industry Specific Regulation**

You must comply with all laws, rules and regulations governing the operation of the MITS Business. Your state or locality may require that window covering installers have contractor’s licenses or that you obtain certain other permits and licenses. You should investigate the application of these laws further.

**ITEM 2  
BUSINESS EXPERIENCE**

**Joshua Morse: CEO**

Joshua Morse has served as our CEO since February 2023. Mr. Morse served as our General Manager from our formation in May 2012 until February 2023. Mr. Morse has also served as a franchise owner of ours in San Antonio, Texas since 2013.

**Lori Tobia: Vice President of Franchise Development**

Lori Tobia has served as our VP of Franchise Development since June 2024. From March 2023 to May 2024, Lori Tobia served as Director of Development for Gotcha Covered Window Coverings in Denver, CO. From July 2021 to March 2023, Lori Tobia served as Vice President of Operations for Zen Windows in Denver, CO. From March 2011 to July 2021, Lori Tobia served as Vice President of Franchise Relations for Gotcha Covered Window Coverings in Denver, CO.

**ITEM 3  
LITIGATION**

No litigation is required to be disclosed in this Item.

**ITEM 4  
BANKRUPTCY**

No bankruptcy information is required to be disclosed in this Item.

**ITEM 5  
INITIAL FEES**

**Initial Franchise Fee**

When you sign the Franchise Agreement, you must pay us an initial franchise fee of \$67,500 to \$77,500 for a minimum-sized territory with a population of 150,000, of which \$10,000 relates to training and other pre-opening activities and \$10,000 relates to pre-opening materials and other products. The initial franchise fee is not refundable and is imposed uniformly on all franchisees. The range of \$67,500 to \$77,500 relates to the following defined tiers for a minimum-sized territory with a population of 150,000:

<b>Tier</b>	<b>Initial Fee</b>	<b>Description</b>
1	\$67,500	A territory having lower than the national average in each of the following 3 demographics: median household income, median home value, and percentage of owner-occupied households.
2	\$72,500	All other territories not classified as Tier 1 or 3.
3	\$77,500	A territory having higher than the national average in 2 of the following 3 demographics: median household income, median home value, and percentage of owner-occupied households.

Please refer to the following tables for discounts and resulting prices for various territory sizes.

The table below shows the discounts that are available for different sized territories.

	<b>150,000 to 199,999 Population</b>	<b>200,000 to 299,999 Population</b>	<b>300,000 to 399,000 Population</b>	<b>400,000 to 450,000 Population</b>
Discount Available	0%	10%	15%	20%

These discounts result in the following initial fees for Tier 1, 2, and 3 territories:

<b>Tier</b>	<b>150,000 to 199,999 Population</b>	<b>200,000 to 299,999 Population</b>	<b>300,000 to 399,000 Population</b>	<b>400,000 to 450,000 Population</b>
1	\$67,500 - \$90,000	\$81,000 - \$121,500	\$114,750 - \$153,000	\$144,000 - \$162,000
2	\$72,500 - \$96,666	\$87,000 - \$130,500	\$123,250 - \$164,333	\$154,667 - \$174,000
3	\$77,500 - \$103,333	\$93,000 - \$139,500	\$131,750 - \$175,666	\$165,333 - \$186,000

The resulting initial fee rate per capita (per person):

<b>Tier</b>	<b>150,000 to 199,999 Population</b>	<b>200,000 to 299,999 Population</b>	<b>300,000 to 399,000 Population</b>	<b>400,000 to 450,000 Population</b>
1	\$0.4500	\$0.4050	\$0.3825	\$0.3600
2	\$0.4833	\$0.4350	\$0.4108	\$0.3867
3	\$0.5167	\$0.4650	\$0.4392	\$0.4133

[remainder of page intentionally left blank]

**ITEM 6  
OTHER FEES**

<b>Type of Fee <sup>(1, 3)</sup></b>	<b>Amount</b>	<b>Due Date</b>	<b>Remarks</b>
Renewal Fee	\$6,000	With the written notice to renew.	This fee is for reimbursement of our legal and other administrative costs associated with renewal of your Franchise Agreement. You must give us at least 6 months' and not more than 9 months' notice to renew and meet other renewal conditions.
Marketing Fee	Basic marketing support is currently \$100 per month. There is additional marketing support available for an additional fee. Please see the MITS Home Office Support Brochure for further details. <b>The STANDARD level is FREE for the first 6 months of operations based on your Opening Date.</b> Free support does not apply to renewals. Marketing support is subject to change at any time without notice. A portion of the marketing fee will be subject to sales tax.	The 1 <sup>st</sup> day of every month	<p>Basic marketing support includes access to Canva, a graphic design tool used to manage our brand materials, Semrush, an SEO reporting and business listing platform, continuous (not less frequent than annual) releases of new print materials, and lookbooks and marketing folders at our mass-produced cost. In the first 6 months of operations based on your Opening Date, we will waive the fee for basic marketing support and also provide Standard marketing support for free which includes content marketing and local SEO management. Free support does not apply to renewals.</p> <p>Marketing support does not include any products or services other than what is explicitly stated in the MITS Home Office Support Brochure. Marketing support is subject to change at any time without notice.</p>
Technology Fee	Basic technology support is currently \$150 per month. There is additional technology support available for an additional fee. Please see the MITS Home Office Support Brochure for further details. <b>The</b>	The 1 <sup>st</sup> day of every month	Basic technology support includes Microsoft productivity apps for active owners, a custom webpage for your business on our main website, and access to the MITS Home Office Support and Help Center. In the first 6 months of operations based on your Opening Date, we will waive the fee for

Type of Fee <sup>(1, 3)</sup>	Amount	Due Date	Remarks
	<p><b>PREMIUM level is FREE for the first 6 months of operations based on your Opening Date.</b> Free support does not apply to renewals. Technology support is subject to change at any time without notice. A portion of the technology fee will be subject to sales tax.</p>		<p>basic technology support and provide the Podium Add-On for free which includes Podium's lead conversion and communications platform, Podium soft phones, and discounted ACH and CC processing fees. Please see the MITS Home Office Support Brochure for further details. Free support does not apply to renewals.</p> <p>Technology support does not include any products or services other than what is explicitly stated in the MITS Home Office Support Brochure. Technology support is subject to change at any time without notice.</p>
Accounting Fee	<p>Basic accounting support is currently \$100 per month plus \$5 per employee set up on payroll. Please see the MITS Home Office Support Brochure for further details. <b>The STANDARD level is FREE for the first 6 months of operations based on your Opening Date.</b> Free support does not apply to renewals. Accounting support is subject to change at any time without notice. A portion of the accounting fee will be subject to sales tax.</p>	The 1 <sup>st</sup> day of every month.	<p>Basic accounting support includes QuickBooks Plus with custom set up for our industry and brand, QuickBooks Payroll Core, and assisted bookkeeping. In the first 6 months of operations based on your Opening Date, we will waive the fee for basic accounting support and provide full-service bookkeeping. Please see the MITS Home Office Support Brochure for further details. Free support does not apply to renewals.</p> <p>Accounting support does not include any product or services other than what is explicitly stated in the MITS Home Office Support Brochure. Accounting support is subject to change at any time without notice.</p>
Fee for Non-Designated Supplier Products	5% of the price of the Manufacturer Product Purchases <sup>(2)</sup> paid by you to non-designated suppliers that we approve	On or before the 5th day of each calendar quarter for the immediately preceding calendar quarter	<p>If we approve your purchase of Products from non-designated suppliers, we will require you to pay this fee to us.</p> <p>See <b>Note 2</b> for definition of Manufacturer Product Purchases.</p>

<b>Type of Fee <sup>(1, 3)</sup></b>	<b>Amount</b>	<b>Due Date</b>	<b>Remarks</b>
Underreported Non-Designated Supplier Purchases Fee	Up to 50% of the amount not reported or underreported	As incurred	If you make a product purchase from a non-designated supplier and do not report or underreport the purchase to us, you agree to pay this fee to us.
Interest	The lesser of 10% per year or the maximum lawful rate.	Immediately after the designated due date has passed	We may charge interest on all overdue amounts.
Annual Conference Fee	Currently \$250 per person attending.  \$250 per franchisee for non-attendance	As incurred	We may, in our sole discretion, hold an Annual Conference and require you to attend it. You will be responsible for then-current registration fees plus all expenses, including your and your employees' transportation to and from the Annual Conference, lodging, meals, and salaries during the Annual Conference.
Inspection and Testing	Cost of inspection, if applicable, and cost of test.	When billed.	You shall not purchase or lease from any supplier until we approve in writing. A charge, not to exceed the cost of the inspection and of the test (including our administrative costs attributable to both), shall be paid by you or the supplier. Nothing requires us to approve any particular supplier.
Additional Inventory of Sample Products from Designated Suppliers	\$100 to \$200 per month or as needed	On demand.	You will be provided an initial inventory of sample Products from designated suppliers as part of your initial franchise fee; thereafter, you will be required to maintain an adequate inventory of sample Products for use with prospective customers.

<b>Type of Fee <sup>(1, 3)</sup></b>	<b>Amount</b>	<b>Due Date</b>	<b>Remarks</b>
Initial Training	<p>Initial training: \$1,000 per additional attendee. All trainees receive a new tablet for training and later use in their operations.</p> <p>Successor or replacement personnel or additional training: A reasonable fee for training successor or replacement personnel and for any additional training</p> <p>Transferee: \$1,000 per person to attend</p>	On demand.	The fee for initial training for up to two attendees is included in the initial franchise fee. All trainees receive a new tablet for training and later use in their operations. Any additional trainees will incur a fee of \$1,000 per additional attendee. Moreover, Franchisor reserves the right to charge a reasonable fee for training successor or replacement personnel and for any additional training programs. A transferee must pay \$1,000 per person to attend initial training. You are also responsible for any and all expenses incurred in connection with any initial or additional training, including, without limitation, the costs of travel, lodging, meals, and wages incurred by Franchisee.
Local Marketing	Recommend 3% of gross sales	On demand.	We recommend but do not require that you spend a minimum of 3% of gross sales of your MITS Business on local marketing.
Insurance Fee	Insurance premium plus our administrative costs.	As incurred.	If you fail to procure or maintain any insurance required by this Agreement, we have the right (without, however, any obligation to do so), immediately to procure such insurance and to charge the insurance premium to you plus our associated administrative costs.
Territory Relocate Fee	\$7,500	As incurred. Territory relocation is not guaranteed.	You agree to pay this fee to relocate the Franchised Business.
Transfer Fee	5% of the gross sale price, with a minimum fee of \$10,000 and a maximum fee of \$40,000.	With transfer application.	You agree to pay this fee to transfer the Franchised Business. This fee is waived for a transfer to any of a Principal's Family Members.
Indemnification	Varies according to loss.	As incurred.	You must indemnify us when certain of your actions result in loss to us.



<b>Type of Fee <sup>(1, 3)</sup></b>	<b>Amount</b>	<b>Due Date</b>	<b>Remarks</b>
Enforcement Costs	Will vary.	As incurred.	You must pay our costs of enforcement (including attorney's fees and costs) if you do not comply with the Franchise Agreement, or if we are the substantially prevailing party in litigation with you.
Reasonable Expenses in the Event of Death or Incapacity	Reasonable expenses actually incurred	As incurred.	In the event of your death or incapacity, we are entitled to reimbursement from you or your estate for any reasonable expenses incurred continuing Services from the date of your death or incapacity until transfer or termination.
Transfer Referral Fee	The greater of \$5,000, the then-current transfer referral fee at time of the transfer, or the amount of any broker fees that we must pay to a third party.	On the effective date of any agreement resulting in the transfer of your territory to a third party.	This is in addition to the Transfer Fee. This Transfer Referral Fee applies if we match you (the transferor) to a buyer (the transferee).
Audit Fee	The cost of an inspection or audit.	Due upon notice from us, which may be prior to the start of the inspection or audit.	As required for failure to report products purchased from non-designated suppliers.
Intrusion Fee	Up to 150% of the gross sale of the intrusion in another franchisee's territory without their consent.	Immediately upon making a sale in another franchisee's territory without their consent.	This is a violation of your franchise agreement and could also result in termination.
Insufficient Funds or Late Payment Fee	\$100	On due date of any invoice from us, if payment not made in full.	This fee is due if we receive a notice that there are insufficient funds in your account to cover a standing payment authorization or if a payment is late.

**Notes:**

(1) All fees and expenses described above are non-refundable and, unless otherwise indicated, are imposed uniformly by, and are payable to, us. Unless we have noted differently, we may increase these amounts based on changes in market conditions, our cost of providing services and future policy changes, but we have no present plans to increase any fees.

(2) Manufacturer Product Purchases is the total Product purchase price paid by you to designated suppliers, excluding: delivery fees; service fees; sales, use, merchants' or other taxes measured on the basis of the gross sales of your Business imposed by governmental authorities directly on sales or use and collected from customers; and cash refunds and credits. Gross sales means all monies received by you

(including actual deposits in your bank accounts as well as undeposited cash receipts) from, through, by or on account of the operation of your Franchised Business, whether received in cash, in services or in kind.

(3) Unless indicated, all fees are subject to an annual adjustment and the fee in any given year will be the fee as shown in the then-current FDD or MITS Home Office Support Brochure (as applicable). The support related to accounting, marketing, and technology are subject to change without notice. In addition to the mandatory requirement of an additional territory for a territory with a population exceeding 450,000, if a territory decides to operate as a multi-location territory, then each location may incur the fees described below. A multi-location territory has characteristics including, but not limited to, online business profiles with different DBA names, websites on separate domains, or requiring separate instances for marketing, technology, or accounting software.

(4) All fees above are required to be paid via a standing payment authorization that you are required to set up with us prior to your Opening Date. If your location is in the US, the standing payment authorization must be in the form of a standing ACH authorization.

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**ITEM 7**  
**ESTIMATED INITIAL INVESTMENT**

**YOUR ESTIMATED INITIAL INVESTMENT**

Type of Expenditure	Estimated Amount		Method of Payment	When Due	To Whom Payment is to be Made
	Low	High			
Initial Franchise Fee <sup>(1)</sup>	\$67,500	\$77,500	Lump Sum	Execution of Franchise Agreement	Us
Furniture, Fixtures, & Equipment <sup>(2)</sup>	\$0	\$1,000	As Arranged	Before Opening	Suppliers
Computer Hardware & Software <sup>(3)</sup>	\$100	\$2,000	Lump Sum	Before Opening	Suppliers
Office Space <sup>(4)</sup>	\$0	\$5,000	As Arranged	As incurred	Landlord
Office Supplies <sup>(5)</sup>	\$100	\$200	As Arranged	Before Opening	Suppliers
Insurance <sup>(6)</sup>	\$1,000	\$4,000	Lump Sum	Before Opening	Insurance Broker or Agent
Initial Training Expenses <sup>(7)</sup>	\$500	\$1,000	As Arranged	As Incurred	Employees and Suppliers
Initial Marketing Expenses <sup>(8)</sup>	\$3,000	\$6,000	As Arranged	After Opening	Third Parties or Us
Professional Fees <sup>(9)</sup>	\$2,000	\$3,000	As Arranged	As Incurred	Attorney and Accountant
Licenses and Permits <sup>(10)</sup>	\$300	\$500	As Arranged	Before Opening	Government Agencies
Vehicle and Wrap <sup>(11)</sup>	\$1,500	\$2,500	As Arranged	Monthly	Third parties
Additional Funds (3 months) <sup>(12)</sup>	\$2,000	\$5,000	As Arranged	After Opening	Various
TOTAL <sup>(13)</sup>	\$78,000	\$107,700			

- (1) Initial Franchise Fee. We base the above table on the purchase of a territory with a population of 150,000 people. Item 5 describes the additional amounts you would pay for a larger territory. We offer financing of the Initial Franchise Fee subject to credit approval. Using a 7% APR as an example, and a sample \$50,000 loan repaid over 24 months, the monthly payment would be approximately \$2,239. Please see Item 10 for more information.
- (2) Computer Hardware & Software. This estimate is for the purchase of a computer, software, printer, and other personal communications devices that we specify for the operation of your MITS Business.

- (3) Office Space. While not required, we do recommend obtaining office space with a commercial address to help with online search engines. If you do decide to obtain office space outside of your home, this estimate will vary based on the location of your MITS Business.
- (4) Furniture, Fixtures, and Equipment. The estimate in the chart is for items such as a desk, chair, and other office furniture. The lower end of the estimate contemplates that you presently have office furniture, and the high end of the estimate contemplates the purchase of office furniture.
- (5) Office Supplies. This estimate is for the office supplies, such as paper, presentation folders, pens, pencils, printer ink, paper clips, stapler, file folders, note pads, stationery, business cards, etc., that you will need to operate your MITS Business. The low end of the estimate is for lower quality and quantity of supplies and the higher estimate represents a higher quality product and/or quantity of supplies.
- (6) Insurance. You are required to obtain and maintain the minimum amount of insurance specified in Item 8 of this Franchise Disclosure Document. The cost of coverage will vary based upon the area in which your business will be located, your experience with the insurance carrier, the loss experience of the carrier, and other factors. You should also check with your insurance agent or broker regarding any additional insurance that you may wish to carry above our stated minimums.
- (7) Initial Training Expenses. Tuition, training materials, and other pre-opening activities are included as part of your initial franchise fee. However, you are responsible for all transportation, lodging and other costs associated with attending training. These estimates cover the cost of any transportation, accommodation and meals incurred during the training period for one person. You must obtain prior approval if arranging accommodations outside of our preferred hotel due to room block commitments we have made. Your costs will vary depending upon your point of origin, method of travel, class of accommodation, and living expenses (food, transportation, etc.). Wages for your personnel while in training are not included.
- (8) Initial Marketing Expenses. This estimate includes costs to advertise for the first six (6) months of operations. This cost will vary based on your preference for advertising mediums, such as print or online advertising.
- (9) Professional Fees. This estimate includes costs to engage legal and accounting professionals to advise you in your purchase of this franchise, the formation of your franchise entity, and the start-up and initial operation of a MITS Business. Professional expenses vary by geographic area, size of the firm engaged, and other factors.
- (10) Licenses and Permits. You are solely responsible for obtaining and maintaining all licenses and permits necessary to operate the MITS Business. The estimates in this Item 7 represent the costs experienced by our affiliate and the experience of our management in operating the business model contemplated in this Franchise Disclosure Document. We strongly recommend that you investigate all permit costs and requirements in your area before making the decision to become a MITS franchisee.

- (11) Vehicle and Wrap. You will need a vehicle and wrap that meets our standards. All wraps must be approved by us. These estimates assume that you will take out a loan or lease a vehicle. If you purchase a vehicle with cash, your costs will be higher.
- (12) Additional Funds-3 months. You will need additional funds during the start-up phase of your MITS Business to pay employees, purchase supplies and pay other expenses. We estimate the start-up phase to be 3 months from the date you open for business. These amounts do not include any estimates for debt service. These figures are estimates, and we cannot assure you that you will not have additional expenses. Your actual costs will depend on factors like your management skills, experience and business acumen. You should base your estimated start-up expenses on the anticipated costs in your market and consider whether you will need additional cash reserves.
- (13) This estimate is based upon our industry experience and that of our franchisees. You should review these figures carefully with your business advisor before deciding to acquire the franchise.

The amounts described above that are paid to us are not refundable. Whether amounts paid to third parties are refundable would depend on their policies.

## **ITEM 8 RESTRICTIONS ON SOURCES OF PRODUCTS AND SERVICES**

### **The Goods or Services Required to be Purchased or Leased:**

#### Additional Inventory of Sample Products

You will be provided an initial inventory of sample Products from designated suppliers as part of your initial franchise fee; thereafter, you are required to maintain an adequate inventory of sample Products for use with prospective customers. The additional inventory of sample Products will be provided to you by us, our affiliate, or designated third parties for a reasonable fee.

#### Advertising and Marketing

You must use advertising material from us, a vendor that we designate, or we must approve the advertising in writing, prior to its use. Specifically, in regard to any software or other products included in our marketing support, you must use the software and products that we designate. All support specified in the MITS Home Office Support Brochure is subject to change at any time.

#### Blinds, Shades, Shutters, Drapery, Outdoor, and Other Approved Products

You must purchase various kinds and styles of blinds, shades, shutters, drapery, outdoor, and other Approved Products pursuant to our specifications and vendor designations, which we keep in our Approved Products List. You must place the purchase order directly to the supplier in accordance with the Manual or other written directives. You must promptly pay the manufacturer's or supplier's invoices in accordance with their terms. Suppliers may require you to pre-pay for your inventory. We do not guarantee the availability of any of the items on the Approved Products List or that your Business will be able to offer for sale any particular brand of window covering or other product.

#### Purchases of Non-Approved Products and Alternative Suppliers

We do not maintain written criteria for approving suppliers and thus these criteria are not available to you or your proposed supplier. If you want to propose another supplier, you must submit to us a written request for approval in writing. We will approve or disapprove your request within 20 days from the date we receive your request. Generally speaking, however, we will evaluate a request for approval and make our decision based on whether the proposed item meets our standards and specifications and other criteria, including adequate quality controls and the capacity to supply your needs promptly and reliably. We do not charge you a fee for making our decision, but if we approve your sale of Products that are not on the Approved Products List and from designated suppliers, you will be required to pay a 5% Fee for Non-Designated Supplier Product purchases. We will notify you within 30 days if we approve or disapprove of an alternative supplier. If we revoke approval for a supplier, we will provide written notice to you.

#### Computer Hardware, Software Programs, and POS/Credit Card Systems

You must purchase or use computer hardware, software programs, and POS/Credit Card Systems pursuant to our specifications, which may include vendor designations. In regard to any software or other products included in the MITS Home Office Support Brochure, you must use the software and products that we designate. All support specified in the MITS Home Office Support Brochure is subject to change at any time without notice.

#### Equipment, Fixtures, and Supplies

You must purchase certain equipment, fixtures, and supplies from a supplier that we designate or subject to our specifications. We do not have specifications or designate a supplier of ordinary tools of the trade such as a step ladder or tape measure.

#### Insurance

You must purchase and maintain (i) general liability insurance with a minimum coverage of \$1,000,000 per occurrence and \$2,000,00 in the aggregate, (ii) umbrella liability of \$1,000,000, (iii) general casualty insurance covering the full replacement cost of your vehicle, and (vi) employment practices liability insurance. This coverage must protect both Franchisee and Franchisor, and their officers, directors, partners, and employees, consultants, attorneys, and agents against any claims for loss, liability, personal injury, death, property damage, or any expense whatsoever arising out of or occurring upon or in connection with the Business. You may obtain additional insurance coverage as you feel necessary or as required by the laws in your area. You may purchase your insurance from any carrier rated A- or better subject to our approval, not to be unreasonably withheld. We must be named as an additional insured under each policy that we require, and you must provide us with proof of insurance that evidences the required coverage. We reserve the right to increase the required amounts and types of coverage at any time upon reasonable notice.

#### Vehicles

You must have or obtain a vehicle for the operation of a MITS Business and such vehicle must meet any image or standards that we may issue. You must keep the vehicle clean and in good working order at all times. You cannot permit anyone to operate the vehicle who does not have a valid driver's license in the state in which the Business is located. You must require each vehicle operator to comply with all laws, regulations, and rules of the road and use due care and caution in operating and maintaining the vehicle.

#### Support Services

You are required to use our designated vendor(s) and pay a monthly fee for certain support services that we provide.

**Whether we or our Affiliates are Approved Suppliers:**

We are currently an approved supplier of any support service that we offer but not the only approved supplier of such items. We do not have an affiliate.

**Officer Interests in Suppliers:**

Our officer, Joshua Morse, owns an interest in us.

**Alternative Suppliers:**

We do not maintain written criteria for approving suppliers and thus these criteria are not available to you or your proposed supplier. If you want to propose another supplier, you must submit to us a written request for approval in writing. We will approve or disapprove your request within 20 days from the date we receive your request. Generally speaking, however, we will evaluate a request for approval and make our decision based on whether the proposed item meets our standards and specifications and other criteria, including adequate quality controls and the capacity to supply your needs promptly and reliably. We do not charge you a fee for making our decision, but if we approve your sale of Products that are not on the Approved Products List and from designated suppliers, you will be required to pay a 5% Fee for Non-Designated Supplier Product purchases. We will notify you within 30 days if we approve or disapprove of an alternative supplier. If we revoke approval for a supplier, we will provide written notice to you.

**Issuance and Modification of Specifications:**

We issue specifications and standards to franchisees or approved suppliers through our Operations Manual or through informational bulletins we issue from time to time.

**Revenue from Required Purchases:**

In our last fiscal year ending December 31, 2024, neither we nor our affiliate earned revenue or other material consideration from required purchases or leases by franchisees, though we reserve the right to do so.

**Required Purchases as a Proportion of Costs:**

We estimate that approximately 85-95% of your expenditures for leases and purchases in establishing your Franchised Business will be for goods and services that must be purchased from us, an approved supplier, or from another party according to our standards and specifications. We estimate that approximately 85-95% of your expenditures on an ongoing basis will be for goods and services that must be purchased either from us, an approved supplier or another party according to our standards and specifications.

**Supplier Payments to Us:**

Designated suppliers make a 3-10% rebate payment to us from franchisee purchases of window coverings.

**Purchasing or Distribution Cooperatives:**

At this time, we do not have any purchasing or distribution cooperatives.

**Purchase arrangements:**

We negotiate purchase arrangements with suppliers, including price terms, for the benefit of our franchisees.

**Material Benefits:**

We do not provide material benefits to you based on your use of a particular supplier. However, when your franchise is up for renewal, to continue your franchise rights, we require you to be in compliance with your franchise agreement, which includes compliance with any supplier standards that are contained in our Operations Manual.

**ITEM 9  
FRANCHISEE'S OBLIGATIONS**

**This table lists your principal obligations under the franchise agreement and other agreements. It will help you find more detailed information about your obligations in these agreements and in other items of this disclosure document.**

<b>Obligation</b>	<b>Section in Franchise Agreement</b>	<b>Disclosure Document Item</b>
a. Site selection and acquisition/lease	Section 6.B., Schedule 3	Item 12
b. Pre-opening purchases/leases	Sections 3, 6, 7, and 10	Items 5, 6, 7, 8, and 11
c. Site development and other pre-opening requirements	Not Applicable	Not Applicable
d. Initial and ongoing training	Sections 4.H. and 6.K	Items 6, 7, and 11
e. Opening	Section 1.E., Schedule 3	Items 7 and 11
f. Fees	Section 2, 3, 6, 7, 10, 12, 13, 16, and 17.N	Items 5 and 6
g. Compliance with standards and policies/Manuals	Sections 2, 3, 5, 6, 7, 8, 9, and 10	Items 8, 11, 14, and 16
h. Trademarks and proprietary information	Sections 8 and 9	Items 11, 13, and 14
i. Restrictions on products/services offered	Section 6	Items 8 and 16



<b>Obligation</b>	<b>Section in Franchise Agreement</b>	<b>Disclosure Document Item</b>
j. Warranty and customer service requirements	Section 6	Item 16
k. Territorial development and sales quotas	Section 1.D	Item 12
l. Ongoing product/service purchases	Sections 4, 6, and 7	Items 8, 11, and 16
m. Maintenance, appearance, and remodeling requirements	Not Applicable	Not Applicable
n. Insurance	Section 10	Items 7 and 8
o. Advertising	Section 7	Items 6, 8, and 11
p. Indemnification	Section 13	Item 6
q. Owner's participation/management/staffing	Section 6	Items 1, 11, and 15
r. Records and reports	Sections 3, 7, 9, and 16	Item 11 and 19
s. Inspections and audits	Sections 3.F	N/A
t. Transfer	Section 12	Items 6, 12, and 17
u. Renewal or extension of rights	Section 2	Items 6, 12, and 17
v. Post-termination obligations	Section 16	Item 17
w. Noncompetition covenants	Section 9	Item 15 and 17
x. Dispute resolution	Section 17	Item 17

## **ITEM 10 FINANCING**

We offer financing of the Initial Franchise Fee subject to credit approval. Any financing requires you to sign a Secured Promissory Note and Security Agreement in the form of Schedules 6 and 7 to the Franchise Agreement. The interest rate specified in the Secured Promissory Note is the Secured Overnight

Financing Rate (SOFR) plus 2% as of the effective date specified in the Secured Promissory Note. The Security Agreement grants us a security interest in certain collateral to secure your payments in the Secured Promissory Note. You waive the right to a notice of collection and to assert any defenses against us in regard to collection. Payments begin on the opening date specified in your Franchise Agreement.

The key terms of the Secured Promissory Note and Security Agreement are below:

Item Financed	Initial Franchise Fee
Source of Financing	Us
Down Payment	The greater of 20% or \$20,000
Amount Financed	Up to 80%
Interest Rate	The Secured Overnight Financing Rate (SOFR) plus 3% as of the effective date specified in the Secured Promissory Note
Period of Repayment	24 months maximum
Monthly Payment	Using a 7% APR as an example, and a sample \$50,000 loan repaid over 24 months, the monthly payment would be approximately \$2,239.
Security Required	Personal Guarantee and Security Agreement
Whether a Person Other than the Franchisee Must Personally Guarantee the Debt	If the franchisee is an entity, its owners must personally guarantee the debt
Prepayment Penalty	None
Liability Upon Default	Termination of Franchise Agreement; you must pay entire amount due, late charges, our attorney fees, and court costs in collecting debt.
Waiver of Defenses or Other Legal Right on Default	Waiver of right to jury trial; waiver of presentment, demand, protest, notice of dishonor.

We do not guarantee your notes, leases, or obligations. We do not have any past or present practice or intention to sell, assign or discount to any third party, any note, contract or other instrument signed by you. We do not receive any direct or indirect payments or other consideration for placing financing.

## ITEM 11

### FRANCHISOR'S ASSISTANCE, ADVERTISING, COMPUTER SYSTEMS, AND TRAINING

**Except as listed below, we are not required to provide you with any assistance:**

#### Pre-Opening Obligations.

Before the Opening Date listed in your Franchise Agreement, we will:

1. Provide you with access to 1 set of our Manuals, either in paper or electronic form. (Franchise Agreement, Section 4.A.)
2. Provide you with an Approved Products List and a list of designated suppliers. (Franchise Agreement, Section 4.F.)

3. Provide you with an initial inventory of sample Products from designated suppliers. (Franchise Agreement, Section 4.G.)
4. Conduct an initial training program. (Franchise Agreement, Section 4.H.)

#### Site Selection.

You must operate your MITS Business from an Office that is located within your Territory, unless we waive this requirement for you in writing. Your Office may be located in your home, but it must be separate and distinct from your living space and be dedicated to your MITS Business. The Office location will be listed in Schedule 3 to the Franchise Agreement. If you have not selected a location for your Office at the time that we sign the Franchise Agreement, you and we will amend Schedule 3 to the Franchise Agreement to reflect the address of your Office when the location of your Office is determined. The Territory will be determined and described in Schedule 3 to the Franchise Agreement before you sign it. We do not generally own the premises and lease it to you. We are not required to assist you in selecting a site for an Office. You must notify us in writing of any change in your Office location before your Office is relocated.

Our only requirements with respect to your Office are that it must be in the Territory and that any signage that you use at your Office meet our standards and specifications. We do not otherwise have approval rights with respect to the location of your Office. If you do not locate a site and open your Office and Business within 60 days of signing the Franchise Agreement, you will be in default, and we can terminate your Franchise Agreement or allow you more time. (Franchise Agreement, Section 6.B.; Schedule 3.)

#### Typical Length of Time Before You Open Your MITS Business.

The typical length of time between the signing of the Franchise Agreement and the opening of your Business is approximately 60 to 90 days. Factors that may affect this period may include whether you have an office furnished when you sign the Franchise Agreement, your ability to meet local requirements, attend and complete the initial training, and obtain necessary equipment, computers systems, and a vehicle.

#### Continuing Obligations. During the operation of your Business, we will:

1. In our sole discretion, Police and defend the Marks to protect the System (Franchise Agreement, Section).
2. Provide you with marketing support based on the level of marketing support you select. Please note the Standard level of marketing support is provided for FREE for the first six (6) months of operations. Thereafter, the Basic level of marketing support is required. Marketing support is subject to change at any time without notice. (Franchise Agreement, Section 4.B).
3. Provide you with technology support based on the level of technology support you select. Please note the Podium Add-On is provided for FREE for the first six (6) months of operations. Thereafter, the Basic level of technology support is required. Technology support is subject to change at any time without notice. (Franchise Agreement, Section 4.C).
4. Provide you with accounting support based on the level of accounting support you select. Please note the Standard level of accounting support is provided for FREE for the first six (6) months

of operations. Thereafter, the Basic level of accounting support is required. Accounting support is subject to change at any time without notice. (Franchise Agreement, Section 4.D).

5. Give you any advice and written materials we may develop on the techniques of managing and operating MITS Businesses. (Franchise Agreement, Section 4.E).
6. Offer recommendations on establishing prices at which franchisees sell products and services, but we do not set minimum or maximum prices. (Franchise Agreement, Section 4.E).
7. Give you an updated Approved Products List and a list of designated suppliers as we deem appropriate. (Franchise Agreement, Section 4.F).
8. In our sole discretion, hold an Annual Conference to discuss new developments affecting franchisees, exchanging information between franchisees and Franchisor's personnel regarding MITS Business operations and programs, and recognizing franchisees for their achievements (Franchise Agreement, Section 4.I).

### **Advertising**

We reserve the right to require you to participate in, and comply with the requirements of, any gift card, gift certificate, customer loyalty or retention programs that we implement for all or part of the Made in the Shade Blinds and More franchise system and sign the forms and take the other action we require for you to participate in these programs. (Franchise Agreement, Section 7.A.)

Based on the level of marketing support you select, certain advertising-related activities may be performed for you. Please note that the Standard level of Marketing is provided for FREE for the first six (6) months of operations. Marketing support is subject to change at any time without notice. (Franchise Agreement, Section 4.B.)

All advertising and promotion by you must be conducted in a dignified manner and conform to our standards and specifications. You are required to obtain our approval of all advertising and promotional plans and materials, including those placed on the internet, prior to use if the plans and materials have not been prepared or previously approved by us during the previous 12 months. We will approve or disapprove your plans and materials within 20 days after receiving them. If we do not respond to your request for approval within the 20-day period, the materials or plans will be deemed approved by us. You are not permitted to use any unapproved plans or materials until they have been approved or deemed approved by us, and you must promptly discontinue use of any advertising or promotional plans or materials, whether or not previously approved or deemed approved, upon notice from us. (Franchise Agreement, Section 7.B).

You may advertise your MITS Business and use the Marks on any social media such as Facebook, X, LinkedIn, YouTube, Pinterest, and Instagram, provided you obtain our prior written approval. (Franchise Agreement, Section 6.G).

We recommend that you spend 3% of your Business's gross sales on local advertising in each calendar year. We reserve the right to require you to submit to us such forms, reports, records, information and data regarding your local advertising expenditures as we may reasonably designate. (Franchise Agreement, Section 7.C.)

Neither you nor we are required to participate in, or spend additional funds on, specific advertising or sales promotion programs in your Territory. You must use your best efforts to actively sell the Products and promote the Business in your Territory. We do not currently have an advertising council, and you are not required to participate in any local or regional advertising cooperatives. (Franchise Agreement, Section 7.D).

We do not currently conduct an advertising program in which you must contribute. We may establish such programs including a national marketing fund and if we do, you must participate.

### **Computer Systems**

You must install and maintain a functioning personal computer that has a high-speed internet connection with email. You will generate and store customer and operational information on your computer system.

We estimate that the cost of the computer system will be approximately \$1,000 to \$2,000 depending on your personal preferences.

**Independent Access to Information.** You are required to provide to us independent access to the information that will be generated or stored in your computer systems, which includes, but not limited to, customer, transaction, and operational information. We have the right to review your business operations, in person, by mail, or electronically, and to inspect your operations and obtain your paper and electronic business records related to the Franchised Business and any other operations taking place through your Franchised Business. There are no contractual restrictions on our right to access your data.

We are not required to provide ongoing maintenance, repairs, upgrades, or updates to your computer system. There are currently no optional or required maintenance/upgrade contracts for the computer system.

You must install any other hardware or software for the operation of the Business that we may require in the future, including any enhancements, additions, substitutions, modifications, and upgrades. There is no contractual limitation on the frequency or cost of these obligations, other than that your costs will be reasonable in our opinion. We may also require you to license from us, or others we designate, any computer software we develop or acquire for use by MITS Businesses. (Franchise Agreement, Section 6.F).

### **Confidential Operations Manuals**

After you sign the Franchise Agreement and when you begin initial training, we will provide you with access to a copy of our Manuals either in electronic or paper form. A copy of the table of contents of the Manuals is attached as Exhibit E. (Franchise Agreement, Section 4.A). The Manual contains approximately 159 pages.

### **Training**

Before the opening date of your Business, you and/or your Operating Principal must have attended and completed to our satisfaction our initial management training program. (Franchise Agreement, Section 6.K.). The fee for initial training for up to two attendees is included in the initial franchise fee. Any

additional trainees will incur a fee of \$1,000 per additional attendee. All trainees receive a new tablet for training and later use in their operations.

Currently, the initial training is conducted in San Antonio, Texas. We provide instructors, lunch, and training materials at no charge, but you must pay all expenses you and your personnel incur in initial training, including costs of travel, lodging, meals, and wages. We may charge a reasonable training fee for training all successor or replacement personnel. (Franchise Agreement, Section 6.K)

The initial training program is taught by Lori Tobia and Matt Houston, each of which has at least 10 years of experience in the field.

Lori Tobia has served as our VP of Franchise Development since June 2024. From March 2023 to May 2024, Lori Tobia served as Director of Development for Gotcha Covered Window Coverings in Denver, CO. From July 2021 to March 2023, Lori Tobia served as Vice President of Operations for Zen Windows in Denver, CO. From March 2011 to July 2021, Lori Tobia served as Vice President of Franchise Relations for Gotcha Covered Window Coverings in Denver, CO.

Matt Houston has been a franchisee of ours, Product Specialist, and Installation Specialist in Texas since 2012.

The initial training program is offered as needed during the year depending on the number of new franchisees entering the System, the number of other personnel needing training, and the scheduled opening of new MITS Businesses. Initial training generally lasts approximately 5 days. The subjects covered and other information relevant to our initial training program are described below.

### **TRAINING PROGRAM**

<b>Subject</b>	<b>Hours of Classroom Training</b>	<b>Hours of On-the-job Training</b>	<b>Location</b>
Products Training	9	0	San Antonio, Texas
Marketing of the MITS Business	3	0	San Antonio, Texas
The Sales Presentation	5	0	San Antonio, Texas
Measuring and Installation	7	0	San Antonio, Texas
Launching Your MITS Business	4	0	San Antonio, Texas
Vendor Product Training	15	15	San Antonio, Texas and On-Site Owner Location (as to the Vendor-Provided On the Job Training)
<b>TOTAL</b>	43	15	

The materials used in training include the Manuals as well as other presentation materials, including PowerPoint presentations, videos, handouts, and hands-on training. Our initial training program is subject to change without notice to reflect updates in the materials, methods and manuals and changes in personnel.

The subjects taught, and the time periods allocated for each subject may vary based on the experience of the trainees.

We may require your Operating Principal to attend additional training programs. Currently, we do not charge a fee for additional training programs although we reserve the right to charge a reasonable fee for these additional training programs in the future. You must pay all expenses you or your personnel incur in any training program or seminar, including the cost of travel, lodging, meals, and wages. (Franchise Agreement, Section 6.K).

## **ITEM 12 TERRITORY**

If you are in compliance with the Franchise Agreement and all other agreements between you or your Affiliates and us or our Affiliates, and except as described below, during the term of the Franchise Agreement, you will receive an exclusive territory in that we and our Affiliates will not establish or authorize anyone except you to establish a MITS Business in the Territory.

Your Territory will be delineated by specific geographic boundaries corresponding to U.S. Postal Service zip codes. The area of a Territory is generally comprised of approximately 150,000 to 450,000 people meeting certain proprietary demographic characteristics. The actual size of the Territory will vary depending upon the availability of contiguous markets, our long-range plans, your financial and operational resources, and market conditions. A separate territory and Franchise Agreement is required for territories with a population of more than 450,000. For the avoidance of doubt, an owner of two territories will be subject to fees for each territory and the Minimum Performance Standard will be applied to each territory. A written description of the Territory will be inserted in Schedule 3 to the Franchise Agreement before you sign. The boundaries used to define the Territory will be geographic boundaries as configured on the effective date of the Franchise Agreement.

To maintain your territorial rights, you will be required to make at least \$75,000 in Manufacturer Product Purchases in each Agreement Year other than the first Agreement Year (as defined in Schedule 5 of the Franchise Agreement) (the "Minimum Performance Standard"). If you fail to achieve the Minimum Performance Standard in any Agreement Year other than the first Agreement Year, we will have the right to modify or reduce the size of your Territory in our sole discretion. Your failure to achieve the Minimum Performance Standard in two (2) or more Agreement Years other than the first Agreement Year (whether or not such Agreement Years are consecutive) will be a default for which we may, in our discretion, further modify or reduce the size of your Territory or terminate the Franchise Agreement immediately upon written notice and without providing you any right to cure.

We do not normally grant options, rights of first refusal, or similar rights to acquire additional franchises.

The Franchise Agreement gives you the right to operate the MITS Business only from the Office location specified in Schedule 3 to the Franchise Agreement. You must notify us in writing before you relocate your Office. Our only requirements with respect to your relocated Office are that it must be in the Territory and that any signage that you use at your relocated Office meet our standards and specifications. We do not otherwise have approval rights with respect to the relocation of your Office. You are prohibited from sublicensing your rights to others and from assigning or delegating your rights and obligations to operate your MITS Business without our prior written consent.

Additionally, we, our affiliates, and any other authorized person or entity will have the exclusive right, among others, without any compensation to you, (i) to operate, and license others to operate, MITS Businesses at any location outside the Territory; (ii) within and outside the Territory to offer and sell, and license to others to offer and sell, any similar or dissimilar products and services, using Marks different from the ones we license you to use, however, we will not grant licenses to others to operate business systems within the Territory that offer window covering products; and (iii) to advertise and promote the System in the Territory.

We do not reserve the right to offer similar products or services in the Territory under the same or similar Marks as we license to you, or different Marks, to use through other methods of distribution, including the internet, catalog sales, telemarketing, other direct marketing, or trade shows, except we may use those methods to gain customer leads that we direct to your franchise.

You may not market, solicit, accept orders, or sell any services outside your Territory by any means including the internet, catalog sales, telemarketing, or other direct marketing, without our prior written consent. Generally, we will approve selling and marketing outside of your Territory so long as it does not occur in another franchisee's territory. If you do sell or market within another franchisee's territory, an Intrusion Fee will apply.


It is a violation of your Franchise Agreement to accept a referral from a builder, designer, or other third party who may be located in your Territory if the project is located within another franchisee's territory. The location of the project is the determining factor, not the location of the referring party. If the project location falls within another franchisee's protected territory, the sale must be referred to that franchisee. It is our recommendation to work out referral arrangements with your neighboring franchisees.

You may use the internet to advertise on the MITS website only in compliance with the Franchise Agreement.

### **ITEM 13 TRADEMARKS**

The Franchise Agreement gives you a license to operate a MITS Business under the mark "Made in the Shade Blinds & More" and to use any future Marks we authorize.

The following Marks have been registered with the U. S. Patent and Trademark Office (USPTO) and are owned by us. We have renewed the registrations and intend to file all appropriate affidavits at the appropriate times required by law.

<b>MARK</b>	<b>REGISTER</b>	<b>REGISTRATION NUMBER</b>	<b>REGISTRATION DATE</b>
MADE IN THE SHADE BLINDS & MORE	Principal	3229433	April 17, 2007
MADE IN THE SHADE	Principal	6806892	August 2, 2022
 <b>MADE IN THE SHADE</b>	Principal	6801583	July 26, 2022



There are currently no effective determination of the USTPO, the Trademark Trial and Appeal Board, the trademark administrator of any state or any court, or any pending infringement, opposition, or cancellation proceeding in which we unsuccessfully sought to prevent registration of a trademark in order to protect a trademark licensed by us., There is no pending material federal or state court litigation regarding our use or ownership rights in the Marks.

There are no currently effective agreements that significantly limit our rights to use or license the use of our trademarks listed in this section.

If you learn of any claim against you for alleged infringement, unfair competition, or similar claims about the Marks, you must promptly notify us in writing. We are not required to take affirmative action when notified of these uses or claims.

We have the sole right to control any administrative proceedings or litigation involving a trademark licensed by use to you. The Franchise Agreement does not require us to participate in your defense or indemnify you for expenses or damages if you are a party to an administrative or judicial proceeding involving a trademark licensed by us to you or if the proceeding is resolved unfavorably to you. You and your Principals must agree not to communicate with any person other than us, any designated affiliate and our or their counsel about any infringement, challenge or claim. You must sign all instruments and documents and give us any assistance that, in our counsel's opinion, may be necessary or advisable to protect and maintain our interests or those of our affiliates in any litigation or proceeding or to otherwise protect and maintain our or their interest in the Marks.

You may not use any of the Marks as part of your corporate, LLC, or other entity name. You must also follow our instructions for identifying yourself as a franchisee and for filing and maintaining the requisite trade name or fictitious name registrations. You must sign any documents we or our counsel determine are necessary to obtain protection for the Marks or to maintain their continued validity and enforceability. Neither you nor your Principals may take any action that would prejudice or interfere with the validity of our rights with respect to the Marks and may not contest the validity of our interest in the Marks or assist others to do so.

We have the right to discontinue or modify our trademarks in our sole discretion. If we do, you must adopt and use any new marks as required by us. Any expense you incur because of adopting and using these marks are your responsibility.

We know of no superior prior rights or infringing use that could materially affect your use of the Marks.

#### **ITEM 14**

#### **PATENTS, COPYRIGHTS AND PROPRIETARY INFORMATION**

We do not own any patents, and do not have any pending patent applications, that are material to the franchise. We do claim copyright protection and proprietary rights in the original materials used in the System, including our Manuals, bulletins, correspondence and communications with our franchisees, training, advertising and promotional materials, and other written materials relating to the operation of MITS Businesses and the System.

There is no presently effective determination of the U.S. Copyright Office (Library of Congress) or any court affecting our copyrights. There is no currently effective agreement that limits our right to use and/or license our copyrights. We are not obligated by the Franchise Agreement, or otherwise, to protect any rights you have to use the copyrights. We have no actual knowledge of any infringements that could materially affect the ownership, use or licensing of the copyrights.

We treat all of this information as trade secrets and you must treat any of this information we communicate to you confidentially. You and your Principals must agree not to communicate or use our confidential information for the benefit of anyone else during and after the term of the Franchise Agreement. You and your Principals must also agree not to use our confidential information at all after the Franchise Agreement terminates or expires. You and your Principals can give this confidential information only to your employees who need it to operate your MITS Business. You must have your any of your personnel who have received or will have access to our confidential information sign similar covenants.

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**ITEM 15**  
**OBLIGATION TO PARTICIPATE IN THE**  
**ACTUAL OPERATION OF THE FRANCHISE BUSINESS**

When you sign the Franchise Agreement, you must designate an individual to serve as your “Operating Principal.” If you are an individual, you will be the Operating Principal. The Operating Principal must be the same person for all Businesses that you or your affiliate operates. If you are not an individual, your Operating Principal must maintain a direct or indirect ownership interest in you of not less than 10%, unless we consent otherwise. This interest may not be pledged, mortgaged, hypothecated, or be subjected to any lien, charge, or encumbrance, voting agreement, proxy, security interest or purchase right or option, without our consent.

Your Operating Principal is not required to devote his or her full time to the operation of the Business, but your Operating Principal must use his or her best efforts to actively sell the Products and promote the Business. He or she must satisfy our training requirements and our other standards and must guaranty your performance under the Franchise Agreement. Your Operating Principal will be individually, jointly and severally bound by all of your obligations and the obligations of the Operating Principal and a Principal under the Franchise Agreement.

You must notify us promptly if your Operating Principal cannot continue to serve or no longer qualifies as your Operating Principal. You will have 30 days from the date of the notice (or from any date that we independently determine the Operating Principal no longer meets our standards) to take corrective action. During that 30-day period, you must provide for interim management of your operations in compliance with the Franchise Agreement.

At our request, you must have your Business managers and other personnel that we designate and who will have access to our training, sign covenants not to compete and to maintain the confidentiality of confidential information they have access to through their relationship with you. Those of your Principals who are not signing the Guaranty also must sign these covenants.

**ITEM 16**  
**RESTRICTIONS ON WHAT THE FRANCHISEE MAY SELL**

All products you use or sell in your Business must conform to our standards and specifications. These are described in our Manuals and other writings, including the Approved Products List. You must not deviate from our standards and specifications unless we first give you our written consent. You must also comply with all applicable laws and regulations and secure all appropriate governmental approvals for the Business.

You must offer and sell all items, products and services we require, including those on the Approved Products List. You must sell only the items, products and services that we have expressly approved in writing. You must stop selling any items, products or services that we disapprove in writing. We may change the types of items, products and services we require franchisees to offer and sell at any time in our discretion. You must display all items in the manner described in our Manuals or other written instructions. You must not use or offer nonconforming items, unless we first give you our written consent. You must not sell or market products or services outside of your Territory unless we consent in writing. Generally, we will approve selling and marketing outside of your Territory so long as it does not occur in another franchisee’s territory. If you do sell or market within another franchisee’s territory, an Intrusion Fee will apply. The products and services to be offered in your Business may be supplemented, improved or otherwise modified by us periodically. You must actively operate the Business during the times that we specify in the Manual or otherwise in writing.

We do not guarantee the availability of any of the items on the Approved Products List or that your Business will be able to carry any particular brand of window covering or other product.

We reserve the right, to the fullest extent allowed by applicable law, to establish maximum or other pricing requirements with respect to the prices you may charge for products or services.

You may not advertise, promote, post or list information relating to the Business on the internet (through the creation of a website or otherwise), with the exception of the listing and promotion of your Business on the MITS website that we approve. You may not use the Marks as part of any domain name, web address or e-mail address unless we have approved of such use in writing in advance.

You must participate in any special sales or other promotional programs we require generally for MITS Businesses, including joint advertising and promotional programs.

Although you are only granted the right to operate a MITS Business in the Territory, you must use the method, manner and style of distribution that we may in the future prescribe in writing, in the Manuals or otherwise. You must comply with the terms of any distribution program and sign any documents or instruments that we require.

We do not impose any other restrictions in the Franchise Agreement or otherwise on the goods or services that you may offer or on sell or the customers to whom you may offer or sell.

## **ITEM 17 RENEWAL, TERMINATION, TRANSFER AND DISPUTE RESOLUTION**

### **THE FRANCHISE RELATIONSHIP**

**This table lists certain important provisions of the franchise and related agreements. You should read these provisions in the agreements attached to this disclosure document.**

<b>Provision</b>	<b>Section in Franchise Agreement</b>	<b>Summary</b>
a. Length of the franchise term	Section 2.A	10-year initial term.
b. Renewal or extension of the term	Section 2.B	10-year renewal terms.
c. Requirements for franchisee to renew or extend	Section 2.B	To remain a franchisee, you must meet all required conditions for renewal, including signing our then-current form of franchise agreement, which may be materially different than the form attached to this disclosure document.

<b>Provision</b>	<b>Section in Franchise Agreement</b>	<b>Summary</b>
		Other conditions include: you must give written notice; you must update required items; you must not be in default; you must pay all money owed; you must pay us a renewal fee; you must sign general release; you must comply with then-current qualifications and training requirements.
d. Termination by franchisee	Section 12	You may terminate by selling the franchise pursuant to the franchise agreement or not renewing. Subject to applicable state law.
e. Termination by franchisor without cause	Not Applicable	Not Applicable
f. Termination by franchisor with "cause"	Section 15	We may terminate on your default.
g. "Cause" defined – curable defaults	Section 15.B	For any default except those specified as non-curable you have 30 days to cure.
h. "Cause" defined – non-curable defaults	Sections 15.A	Insolvency; criminal conviction or failure to disclose a conviction; unauthorized transfer; failure to achieve the Minimum Performance Standard in 2 or more non-consecutive Agreement Years other than the first Agreement Year; three (3) or more breaches in 12 months; five (5) or more breaches in total; abandonment.
i. Franchisee's obligations on termination/nonrenewal	Section 16	Stop operating the Business and using the System's confidential methods, procedures, techniques and marks; cancel any registration containing the

Provision	Section in Franchise Agreement	Summary
		Marks; pay amounts due and our damages and enforcement costs; comply with confidentiality and non-competition covenants; return all Manuals and other proprietary materials; at our option, assign us your rights in business telephone numbers, online business profiles, social media profiles, and all other online listings; immediately close any and all supplier and other vendor accounts related to the franchise business.
j. Assignment of contract by franchisor	Section 12.A.	We may transfer our rights without restriction.
k. “Transfer” by franchisee – defined	Sections 12.B.	You must not transfer any direct or indirect interest in you, the Franchise Agreement or the assets of the franchised business without our consent.
l. Franchisor’s approval of transfer by franchisee	Section 12.B.	We must consent, and you must meet conditions before transferring.
m. Conditions for franchisor’s approval of transfer	Section 12.B.	<p>Selling Franchisee must: Pay all amounts due to both MITS Corporate and third party vendors; not be in default; sign a general release; remain liable on obligations which survive transfer; have a sales price that is neither too high nor too low; provide updated and complete sample inventory in good condition and/or pay the current cost of replacement samples; pay transfer fee 5% of the gross sale price, with a minimum fee of \$10,000 and a maximum fee of \$40,000.</p> <p>Transferee must: Meet our criteria; attend and successfully complete initial training; pay \$1,000 per person initial training fee; enter into then-current form of franchise agreement; and guarantee obligations.</p>

<b>Provision</b>	<b>Section in Franchise Agreement</b>	<b>Summary</b>
n. Franchisor's right of first refusal to acquire franchisee's business	Not Applicable	Not Applicable
o. Franchisor's option to purchase franchisee's business	Not Applicable	Not Applicable
p. Death or disability of franchisee	Section 17.R	In the event of your death or incapacity, you, or your estate, as the case may be, must actively begin the process to seek a transfer of your rights under this Agreement within 30 days and must complete the transfer within 3 months of your death or incapacity. If you or your estate fails in either respect, then we may terminate this Agreement. The new Franchisee must pay the transfer fee specified above, meet our qualifications, complete initial training, and enter into a new Franchise Agreement.
q. Non-competition covenants during the term of the franchise	Section 9.C.(1)	You may not compete during the term of the franchise agreement.
r. Non-competition covenants after the franchise is terminated or expires	Sections 9.C.(2)	For 2 years you may not divert any of your business. For 2 years within the Territory, within a 50-mile radius of the Territory, or within a 50-mile radius of any other MITS franchised territory, you may not compete.
s. Modification of the agreement	Sections 9.A, 17.B, and 17.Q	Except for changes we can make unilaterally, changes require mutual agreement. You must comply with the Manuals as amended.

<b>Provision</b>	<b>Section in Franchise Agreement</b>	<b>Summary</b>
t. Integration/merger clause	Section 17.B	Only the terms of the Franchise Agreement and other related written agreements are binding (subject to state law). Any representations or promises made outside the disclosure document and franchise agreement may not be enforceable. We may not disclaim representations made in the disclosure document.
u. Dispute resolution by arbitration or mediation	Section 17.L; Schedule 8	You must mediate. If mediation is unsuccessful, you agree to bring your claim solely in binding arbitration conducted in the city or county where our headquarters is located (subject to applicable state law).
v. Choice of forum	Sections 17.E	All claims must be venued in Texas (subject to applicable state law).
w. Choice of law	Section 17.D	Except as to claims governed by federal law, Texas law applies (subject to applicable state law).



## ITEM 18 PUBLIC FIGURES

We do not use any public figure to promote the franchise.

## ITEM 19 FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and the information is included in the disclosure document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about performance at a particular location or under particular circumstances.

The following table contains the results of a survey of our franchisees sent in March 2025. The responses received are related to the most recently completed calendar year.

Average <sup>1</sup> Revenue <sup>2</sup>	Average <sup>1</sup> Close Rate <sup>3</sup>	Average <sup>1</sup> Sale Price <sup>4</sup>	Average <sup>1</sup> Gross Product Margin <sup>5</sup>	Average <sup>1</sup> Projects <sup>6</sup>
\$624,352	69%	\$4,179	45%	150

<sup>1</sup>**Average**, also known as the “mean,” means the sum of all data points in a set, divided by the number of data points in that set. We have also provided the median, high, and low data points of the results.

Median means the data point that is in the center of all data points used. That number is found by examining the total number of data points and finding the middle number in that set. In the event the number of data points is an odd number, the median will be the center number. If the dataset contains an even number of data points, the median is reached by taking the two numbers in the middle, adding them together, and dividing by two.

<sup>2</sup>**Revenue** means the total revenue derived from the sale of goods or services less sales tax, discounts, allowances, and returns in the most recently completed calendar year.

24 or 34% of outlets attained or surpassed the average. The median result was \$439,036 with a high of \$2,698,000 and a low of \$110,000.

<sup>3</sup>**Close Rate** means the number of excepted quotes divided by the total number of quotes for the most recently completed calendar year.

38 or 54% of outlets attained or surpassed the average. The median result was 70% with a high of 97% and a low of 30%.

<sup>4</sup>**Sale Price** means the annual gross revenue divided by total projects for the most recently completed calendar year.

33 or 47% of outlets attained or surpassed the average. The median result was \$4,090 with a high of \$9,251 and a low of \$1,617.

<sup>5</sup>**Gross Product Margin** means the profit on product (product revenue less product costs) divided by product revenue.

36 or 51% of outlets attained or surpassed the average. The median result was 46% with a high of 60% and a low of 23%.

<sup>6</sup>**Projects** means the number of jobs completed in the most recently completed calendar year.

27 or 39% of outlets attained or surpassed the average. The median result was 107 with a high of 292 and a low of 68.

Material Bases and Assumptions.

The table above presents both the average of eligible responses from our most recent franchisee survey as well as pro forma examples of annual gross revenue under three different scenarios.

We based these formulations on a survey conducted in March 2025 from our franchisees. The average represents the average of all eligible responses to the survey. For the forecast scenarios, the average sales figure of \$624,352 per sale is based upon the average sale per product from all eligible responses to the survey.

The survey was conducted as follows: All franchisees were invited to participate in the survey. Only those participants with an opening date prior to January 1, 2024 were included in the results (“eligible responses”). Using this criterion, 99 US franchisees were eligible to participate in the survey and 70 elected to respond (71% of total eligible US franchisees).

The financial performance representations do not reflect the costs of sales, operating expenses, or other costs or expenses that must be deducted from the gross revenue or gross sales figures to obtain your net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in operating your franchised business. Franchisees or former franchisees, listed in the Franchise Disclosure Document, may be one source of this information.

**These figures are only estimates of what we think you may earn. Your individual results may differ. There is no assurance that you’ll earn as much.**

Written substantiation for this financial performance representation will be made available to you upon reasonable request.

Other than the preceding financial performance representation, Made in the Shade Blinds and More LLC does not make any financial performance representations. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to the franchisor’s management by contacting Made in the Shade Support at [support@madeintheshade.com](mailto:support@madeintheshade.com), the Federal Trade Commission, and the appropriate state regulatory agencies.

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**ITEM 20**

**OUTLETS AND FRANCHISEE INFORMATION**

**Table No. 1**

**Systemwide Outlet Summary  
For years 2022 to 2024**

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	92	101	+9
	2023	101	107	+6
	2024	107	117	+10
Company-Owned	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
Total Outlets	2022	92	101	+9
	2023	101	107	+6
	2024	107	117	+10

**Table No. 2**

**Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)  
For years 2022 to 2024**

State	Year	Number of Transfers
Arizona	2022	1
	2023	1
	2024	0
California	2022	0
	2023	1
	2024	0
Colorado	2022	0
	2023	1
	2024	0
Florida	2022	1
	2023	0

State	Year	Number of Transfers
	2024	0
Ohio	2022	0
	2023	1
	2024	0
South Carolina	2022	0
	2023	1
	2024	0
Total	2022	2
	2023	5
	2024	0

**Table No. 3**

**Status of Franchised Outlets  
For years 2022 to 2024**

State	Year	Outlets at Start of Year	Outlets Opened	Termina- tions	Non- Renewals	Reacquired by Franchisor	Ceased Opera- tions- Other Reasons	Outlets at End of the Year
Arizona	2022	2	1	0	0	0	0	3
	2023	3	0	0	0	0	0	3
	2024	3	0	0	0	0	0	3
Arkansas	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
California	2022	4	0	0	0	0	0	4
	2023	4	0	0	0	0	0	4
	2024	4	0	2	0	0	0	2
Colorado	2022	4	1	0	0	0	1	4
	2023	4	1	0	0	0	0	5
	2024	5	3	0	0	0	0	8
Delaware	2022	0	1	0	0	0	0	1

State	Year	Outlets at Start of Year	Outlets Opened	Termina- tions	Non- Renewals	Reacquired by Franchisor	Ceased Opera- tions- Other Reasons	Outlets at End of the Year
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Florida	2022	15	0	0	0	0	0	15
	2023	15	0	0	0	0	0	15
	2024	15	5	0	0	0	0	20
Georgia	2022	4	0	0	0	0	1	3
	2023	3	0	0	0	0	0	3
	2024	3	1	0	0	0	0	4
Hawaii	2022	0	1	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Illinois	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Indiana	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	0	0	0	0	0	0
Iowa	2022	2	0	0	0	0	0	2
	2023	2	0	0	0	0	0	2
	2024	2	0	0	0	0	0	2
Kansas	2022	3	0	0	0	0	0	3
	2023	3	0	0	0	0	0	3
	2024	3	0	0	0	0	0	3
Kentucky	2022	0	0	0	0	0	0	0
	2023	0	2	0	0	0	0	2
	2024	2	0	0	0	0	0	2
Louisiana	2022	2	1	0	0	0	0	3
	2023	3	0	0	0	0	0	3

State	Year	Outlets at Start of Year	Outlets Opened	Termina- tions	Non- Renewals	Reacquired by Franchisor	Ceased Opera- tions- Other Reasons	Outlets at End of the Year
	2024	3	0	0	0	0	0	3
Maryland	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Massachusetts	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	1	0	0	0	0
Michigan	2022	2	0	0	0	0	0	2
	2023	2	0	0	0	0	0	2
	2024	2	0	0	0	0	0	2
Minnesota	2022	1	0	0	0	0	0	1
	2023	1	1	0	0	0	0	2
	2024	2	0	1	0	0	0	1
Mississippi	2022	3	0	0	0	0	0	3
	2023	3	0	0	0	0	0	3
	2024	3	0	0	0	0	0	3
Missouri	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Montana	2022	0	2	0	0	0	0	2
	2023	2	0	0	0	0	0	2
	2024	2	0	0	0	0	0	2
Nebraska	2022	2	0	0	0	0	0	2
	2023	2	0	0	0	0	0	2
	2024	2	0	0	0	0	0	2
Nevada	2022	1	1	0	0	0	0	2
	2023	2	0	0	0	0	1	1
	2024	1	0	0	0	0	0	1

State	Year	Outlets at Start of Year	Outlets Opened	Termina- tions	Non- Renewals	Reacquired by Franchisor	Ceased Opera- tions- Other Reasons	Outlets at End of the Year
New Hampshire	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
	2024	1	0	0	0	0	0	1
New Jersey	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	1	0	0	0	0	2
New York	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
North Carolina	2022	5	0	0	0	0	0	5
	2023	5	0	0	0	0	0	5
	2024	5	1	0	0	0	0	6
North Dakota	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	1	0
	2024	0	0	0	0	0	0	0
Ohio	2022	2	1	0	0	0	0	3
	2023	3	1	0	0	0	0	4
	2024	4	0	1	0	0	0	3
Oklahoma	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	1	0	0	0	0	1
Oregon	2022	2	0	0	0	0	0	2
	2023	2	1	0	0	0	0	3
	2024	3	0	0	0	0	0	3
Pennsylvania	2022	3	2	0	0	0	0	5
	2023	5	0	0	0	0	0	5
	2024	5	0	0	0	0	0	5
Rhode Island	2022	1	0	0	0	0	0	1

State	Year	Outlets at Start of Year	Outlets Opened	Termina- tions	Non- Renewals	Reacquired by Franchisor	Ceased Opera- tions- Other Reasons	Outlets at End of the Year
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
South Carolina	2022	1	0	0	0	0	0	1
	2023	1	1	0	0	0	0	2
	2024	2	1	0	0	0	0	3
South Dakota	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Tennessee	2022	5	0	0	0	0	0	5
	2023	5	0	3	0	0	0	2
	2024	2	0	0	0	0	0	2
Texas	2022	14	1	0	0	0	1	14
	2023	14	2	0	0	0	0	16
	2024	16	3	1	0	0	0	18
Utah	2022	1	0	0	0	0	0	1
	2023	1	0	1	0	0	0	0
	2024	0	0	0	0	0	0	0
Virginia	2022	2	0	0	0	0	0	2
	2023	2	0	0	0	0	0	2
	2024	2	0	0	0	0	0	2
Washington	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Wisconsin	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Wyoming	2022	2	0	0	0	0	0	2
	2023	2	0	0	0	0	0	2



State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations-Other Reasons	Outlets at End of the Year
	2024	2	0	0	0	0	0	2
TOTALS	2022	92	12	0	0	0	3	101
	2023	101	12	4	0	0	2	107
	2024	107	16	6	0	0	0	117

**Table No. 4**  
**Status of Company-Owned Outlets**  
**For years 2022 to 2024**

State	Year	Outlets at Start of Year	Outlets Opened	Outlets Reacquired From Franchisee	Outlets Closed	Outlets Sold to Franchisee	Outlets at End of Year
Texas	2022	0	0	0	0	0	0
	2023	0	0	0	0	0	0
	2024	0	0	0	0	0	0
TOTALS	2022	0	0	0	0	0	0
	2023	0	0	0	0	0	0
	2024	0	0	0	0	0	0

**Table No. 5**  
**Projected Openings as of December 31, 2024**

State	Franchise Agreements Signed But Outlet Not Open	Projected New Franchised	Projected New Company-Owned Outlets in the
Alabama	1	0	0
Arkansas	0	1	0
Georgia	0	1	0
Idaho	0	1	0
Illinois	0	1	0
Michigan	0	1	0
Nevada	0	1	0

State	Franchise Agreements Signed But Outlet Not Open	Projected New Franchised	Projected New Company-Owned Outlets in the
New Jersey	1	0	0
New Mexico	0	1	0
North Carolina	1	0	0
Oregon	0	1	0
Texas	2	1	0
Virginia	1	0	0
TOTALS	6	9	0

Exhibit C contains the name, business address, and business telephone number of each current franchisee and their outlet as of the end of our last fiscal year.

Exhibit D contains the name, city and state, and current business telephone number (or, if unknown, the last known home telephone number) of every franchisee who has had a Business terminated, cancelled, not renewed, or otherwise voluntarily or involuntarily ceased to do business under the franchise agreement during the most recently completed fiscal year or has not communicated with us within 10 weeks of the date of issuance of this disclosure document.

If you buy this franchise, your contact information may be disclosed to other buyers when you leave the franchise system.

We have no current or former franchisees who have signed provisions during the last three fiscal years restricting their ability to speak openly to you about their experience with the Made in the Shade franchise system.

As of the date of this disclosure document, no independent trademark-specific franchisee organizations have asked to be included in this disclosure document and there are no franchisee organizations sponsored or endorsed by us.

## ITEM 21 FINANCIAL STATEMENTS

Exhibit G contains our audited financial statements for our fiscal years ending December 31, 2024, 2023, and 2022.

## ITEM 22 CONTRACTS

Attached to this disclosure document are the following contracts:

Exhibit B	Franchise Agreement, Including Schedules
Schedule 1	Principals' Guaranty and Assumption Agreement
Schedule 2	Reserved
Schedule 3	Selected Terms: Territory, Office Location, and Opening Date
Schedule 4	Statement of Ownership Interests and Management Information

Schedule 5	Definitions
Schedule 6	Secured Promissory Note
Schedule 7	Security Agreement
Schedule 8	State Addenda to the Franchise Agreement
Exhibit F	General Release

**ITEM 23**  
**RECEIPTS**

Exhibit J contains Receipts to be signed by you.

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**EXHIBIT A**

**LIST OF STATE ADMINISTRATORS AND AGENTS FOR SERVICE OF PROCESS**

### State Administrators and Agents for Service of Process

<b>State</b>	<b>State Administrator</b>	<b>Agent for Service of Process</b>
<b>California</b>	Department of Financial Protection and Innovation 320 West 4th Street Los Angeles, CA 90013  2101 Arena Blvd. Sacramento, CA 95834 1-866-275-2677	Commissioner of Financial Protection and Innovation Department of Financial Protection and Innovation 320 West 4th Street Los Angeles, CA 90013
<b>Connecticut</b>	The Banking Commissioner The Department of Banking, Securities and Business Investment Division 260 Constitution Plaza Hartford, CT 06103-1800 Phone Number (860) 240-8299	The Banking Commissioner The Department of Banking, Securities and Business Investment Division 260 Constitution Plaza Hartford, CT 06103-1800 Phone Number (860) 240-8299
<b>Hawaii</b>	Commissioner of Securities of the State of Hawaii Department of Commerce and Consumer Affairs Business Registration Division Securities Compliance Branch 335 Merchant Street, Room 203 Honolulu, HI 96813 (808) 586-2722	Commissioner of Securities of the State of Hawaii Department of Commerce and Consumer Affairs Business Registration Division Securities Compliance Branch 335 Merchant Street, Room 203 Honolulu, HI 96813
<b>Illinois</b>	Office of Attorney General Franchise Division 500 South Second Street Springfield, IL 62706 (217) 782-4465	Illinois Attorney General Office of Attorney General Franchise Division 500 South Second Street Springfield, IL 62706
<b>Indiana</b>	Secretary of State, Securities Division 302 West Washington Street, Room E-111 Indianapolis, IN 46204 (317) 232-6681	Secretary of State, Securities Division West Washington Street, Room E-111 Indianapolis, IN 46204
<b>Kentucky</b>	Kentucky Attorney General 700 Capitol Avenue Frankfort, Kentucky 40601-3449 (502) 696-5300	
<b>Maryland</b>	Office of the Attorney General Securities Commissioner 200 St. Paul Place Baltimore, MD 21202 (410) 576-6360	Maryland Securities Commissioner 200 St. Paul Place Baltimore, MD 21202-2020
<b>Michigan</b>	Department of Attorney General Consumer Protection Division – Franchise Unit	Department of Attorney General 525 W. Ottawa Street G. Mennen Building

	525 W. Ottawa Street G. Mennen Building Lansing, MI 48913 (517) 373-7117	Lansing, MI 48913
<b>Minnesota</b>	Minnesota Commissioner of Commerce 85 7 <sup>th</sup> Place East, Suite 280 St. Paul, MN 55101-2198 (651) 539-1500	Minnesota Commissioner of Commerce 85 7 <sup>th</sup> Place East, Suite 280 St. Paul, MN 55101-2198
<b>Nebraska</b>	Nebraska Department of Banking and Finance 1200 N Street-Suite 311 Post Office Box 95006 Lincoln, Nebraska 68509 (402) 471-3445	
<b>New York</b>	NYS Department of Law Investor Protection Bureau 28 Liberty St. 21 <sup>st</sup> Floor New York, NY 10005 (212) 416-8222	New York Department of State One Commerce Plaza 99 Washington Avenue, 6th Floor Albany, New York 12231-0001 (518) 473-2492
<b>North Dakota</b>	Securities Commissioner North Dakota Securities Department 600 East Boulevard Avenue State Capital, Fifth Floor, Dept. 414 Bismarck, ND 58505-0510 (701) 328-4712	Securities Commissioner North Dakota Securities Department 600 East Boulevard Avenue State Capital, Fifth Floor, Dept. 414 Bismarck, ND 58505-0510
<b>Rhode Island</b>	Department of Business Regulation Securities Division John O. Pastore Complex 1511 Pontiac Avenue, Bldg. 69-1 Cranston, RI 02920 (401) 462-9588	Department of Business Regulation Securities Division John O. Pastore Complex 1511 Pontiac Avenue, Bldg. 69-1 Cranston, RI 02920 (401) 462-9588
<b>South Dakota</b>	Division of Insurance Securities Regulation 124 South Euclid, Suite 104 Pierre, SD 57501 (605) 773-773-3563	Division of Insurance Securities Regulation 124 South Euclid, Suite 104 Pierre, SD 57501
<b>Texas</b>	Secretary of State Statutory Document Section P.O. Box 12887 Austin, TX 78711 (512) 475-1769	
<b>Utah</b>	Department of Commerce Division of Consumer Protection 160 East 300 South Salt Lake City, Utah 84111-0804 (801) 530-6601	
<b>Virginia</b>	State Corporation Commission Division of Securities and Retail Franchising, 9 <sup>th</sup> Floor	Clerk of the State Corporation Commission 1300 East Main Street, 1st Floor

	1300 E. Main Street Richmond, VA 23219 (804) 371-9051	Richmond, VA 23219
<b>Washington</b>	Washington State Department of Financial Institutions Securities Division P.O. Box 41200 Olympia, WA 98504-1200 (360) 902-8760	Securities Administrator Washington State Department of Financial Institutions 150 Israel Road SW Tumwater, WA 98501
<b>Wisconsin</b>	Wisconsin Department of Financial Institutions 345 West Washington Avenue Madison, WI 53703 (608) 266-8557	Wisconsin Department of Financial Institutions 345 West Washington Avenue Madison, WI 53703

**EXHIBIT B**

**FRANCHISE AGREEMENT**





BLINDS | SHADES | SHUTTERS | DRAPERIES

**MADE IN THE SHADE BLINDS AND MORE LLC**

**FRANCHISE AGREEMENT**

---

**Territory ID**

---

Made in the Shade

**Franchisee DBA Name**

---

**Operating Principal Name**

---

**Address**

---

**Telephone**

---

US \$

**Initial Franchise Fee**

**MADE IN THE SHADE BLINDS AND MORE LLC  
FRANCHISE AGREEMENT**

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**SCHEDULES**

Schedule 1	Principals’ Guaranty and Assumption Agreement
Schedule 2	Reserved
Schedule 3	Selected Terms: Initial Franchise Fee, Deposit, Territory, Office Location, and Opening Date
Schedule 4	Statement of Ownership Interests and Management Information
Schedule 5	Definitions
Schedule 6	Secured Promissory Note
Schedule 7	Security Agreement
Schedule 8	State Addenda to the Franchise Agreement

**MADE IN THE SHADE BLINDS AND MORE LLC  
FRANCHISE AGREEMENT**

THIS FRANCHISE AGREEMENT (the “Agreement”) is made and entered into by and between Made in the Shade Blinds and More LLC, a Texas limited liability company (“Franchisor,” “we,” “us,” or “our”), and

\_\_\_\_\_, a \_\_\_\_\_  
 (“Franchisee,” “you,” or “your”),

to be effective as of \_\_\_\_\_ (the “Effective Date,” which is the date on which Franchisor executes this Agreement). Certain initially capitalized terms used frequently in this Agreement are defined in Schedule 5 hereto.

**RECITALS:**

Franchisor has the right to use and license the use of a system (the “System”) for the establishment and operation of franchised businesses that specialize in the sale and distribution of window covering products (the “Products”) under the Marks (defined below) (“MITS Businesses” or “Business”).

The distinguishing characteristics of the System include, without limitation, specifications, policies and procedures for operations; quality of the products and services offered; procedures for sales, management and financial control; training and assistance; and advertising and promotional programs, all of which may be changed, improved, and further developed by Franchisor from time to time.

The System is identified by certain trade names, service marks, trademarks, logos, emblems and indicia of origin, including, but not limited to, the mark “Made in the Shade” and such other trade names, service marks, trademarks, logos, emblems and indicia of origin as are now designated, and may hereafter be designated by Franchisor in writing, for use in connection with the System (the “Marks”).

Franchisee wishes to obtain a franchise to establish and operate a MITS Business using the Marks and the System in the Territory identified on Schedule 3.

Franchisor is willing to grant Franchisee a franchise to do so upon the terms and conditions set forth in this Agreement in reliance on Franchisee’s application and Franchisee’s representations made in this Agreement.

NOW, THEREFORE, the parties, in consideration of the mutual undertakings and commitments set forth herein, the receipt and sufficiency of which are hereby acknowledged, agree as follows:

**1. GRANT**

A. Grant of Rights. Franchisor hereby grants Franchisee the right and license, and Franchisee hereby accepts the right and obligation, to establish and operate a MITS Business in accordance with this Agreement under the Marks and the System in the Territory described in Schedule 3 to this Agreement.

To maintain your territorial rights, you will be required to make at least \$75,000 in Manufacturer Product Purchases in each Agreement Year other than the first Agreement Year (as defined in Schedule 5 of the Franchise Agreement) (the “Minimum Performance Standard”). If you fail to achieve the Minimum Performance Standard in any Agreement Year other than the first Agreement Year, we will have the right to modify or reduce the size of your Territory in our sole discretion. Your failure to achieve the Minimum Performance Standard in two (2) or more Agreement Years other than the first Agreement Year (whether or not such Agreement Years are consecutive) will be a default for which we may, in our discretion, further

modify or reduce the size of your Territory or terminate the Franchise Agreement immediately upon written notice and without providing you any right to cure.

We do not normally grant options, rights of first refusal, or similar rights to acquire additional franchises.

The Franchise Agreement gives you the right to operate the MITS Business only from the Office location specified in Schedule 3 to the Franchise Agreement. You must notify us in writing before you relocate your Office. Our only requirements with respect to your relocated Office are that it must be in the Territory and that any signage that you use at your relocated Office meet our standards and specifications. We do not otherwise have approval rights with respect to the relocation of your Office. You are prohibited from sublicensing your rights to others and from assigning or delegating your rights and obligations to operate your MITS Business without our prior written consent.

Additionally, we, our affiliates, and any other authorized person or entity will have the exclusive right, among others, without any compensation to you, (i) to operate, and license others to operate, MITS Businesses at any location outside the Territory; (ii) within and outside the Territory to offer and sell, and license to others to offer and sell, any similar or dissimilar products and services, using Marks different from the ones we license you to use, however, we will not grant licenses to others to operate business systems within the Territory that offer window covering products; and (iii) to advertise and promote the System in the Territory.

We do not reserve the right to offer similar products or services in the Territory under the same or similar Marks as we license to you, or different Marks, to use through other methods of distribution, including the internet, catalog sales, telemarketing, other direct marketing, or trade shows, except we may use those methods to gain customer leads that we direct to your franchise.

You may not market, solicit, accept orders, or sell any services outside your Territory by any means including the internet, catalog sales, telemarketing, or other direct marketing, without our prior written consent. Generally, we will approve selling and marketing outside of your Territory so long as it does not occur in another franchisee's territory. If you do sell or market within another franchisee's territory, an Intrusion Fee will apply.

It is a violation of your Franchise Agreement to accept a referral from a builder, designer, or other third party who may be located in your Territory if the project is located within another franchisee's territory. The location of the project is the determining factor, not the location of the referring party. If the project location falls within another franchisee's protected territory, the sale must be referred to that franchisee. It is our recommendation to work out referral arrangements with your neighboring franchisees.

You may use the internet to advertise on the MITS website only in compliance with the Franchise Agreement.

B. Opening Date. Franchisee shall commence business with the public on the date specified in Schedule 3, unless Franchisee obtains a written extension of such time period from Franchisor. Franchisee shall not commence business without the written authorization of Franchisor, which authorization shall be conditioned upon Franchisee's strict compliance with this Agreement, including, but not limited to, those obligations described in Section 5 of this Agreement. If Franchisee fails to comply with any of its obligations under this Agreement, Franchisor shall have the right to prohibit Franchisee from opening. Franchisee's failure to commence business in compliance with these provisions shall be deemed a material event of default under this Agreement.

## **2. TERM AND RENEWAL**

A. Term. Unless sooner terminated as provided in this Agreement, the term of this Agreement will begin on the Effective Date and will continue until ten (10) years from the Opening Date.

B. Renewal. Franchisee may, at its option, renew its rights under this Agreement for ten (10) years, subject to any or all of the following conditions which must, at Franchisor's option, be met prior to and at the time of renewal:

(1) Franchisee shall give Franchisor written notice of Franchisee's election to renew not less than six (6) months nor more than nine (9) months before the end of the initial term and renewal term, as applicable;

(2) Franchisee shall renovate and modernize, in a manner satisfactory to Franchisor and consistent with the then-current standards of the System, Franchisee's Office (including home office), computer and software systems, and other facilities and equipment used in the MITS Business as Franchisor may reasonably require;

(3) Franchisee shall not be in default of any provision of this Agreement, any amendment hereof or successor hereto; neither Franchisee nor its affiliates shall be in default of any other agreement with Franchisor or any of its affiliates; and Franchisee and its affiliates shall have substantially and timely complied with the terms and conditions of such agreements during the respective terms thereof;

(4) Franchisee shall have timely satisfied all monetary obligations owed to Franchisor and its affiliates under this Agreement and any other agreement between Franchisee or any of its affiliates and Franchisor or any of its affiliates;

(5) Franchisee shall execute Franchisor's then-current form of renewal franchise agreement, which agreement shall supersede this Agreement in all respects, and the terms of which may differ from the terms of this Agreement;

(6) With the written notice to renew, Franchisee shall pay to Franchisor a renewal fee in an amount equal to \$6,000 in consideration for Franchisor's legal and other administrative costs.

(7) Franchisee and its Principals shall execute a general release of any and all claims against Franchisor, its affiliates, and their respective officers, directors, shareholders, partners, members, agents, representatives, independent contractors, servants and employees, past and present, in their corporate and individual capacities, including, without limitation, claims arising under this Agreement or under federal, state or local laws, rules, regulations or orders; and

(8) Franchisee shall comply with Franchisor's then-current qualification and training requirements.

## **3. FEES**

A. Initial Franchise Fee. Franchisee shall pay Franchisor an initial franchise fee according to Schedule 3, of which \$10,000 relates to training and other pre-opening activities and \$10,000 relating to pre-opening materials and other products, upon execution of this Agreement. The initial franchise fee shall be deemed fully earned and nonrefundable upon execution of this Agreement, and shall be in consideration for the right and license to use the Marks in connection with the Business; initial product, marketing, and sales training; access to Franchisor's manufacturer network utilizing volume purchasing power; ongoing

assistance; initial inventory of sample Products; access to Franchisor's participation with certain third-party customer financing programs; and other services set forth herein.

B. Marketing Fee. Franchisee shall pay to Franchisor, its affiliate, or its third-party designee via means specified in G.(5) of this Section a continuing monthly marketing fee payable no later than the first (1<sup>st</sup>) day of each month during the Term. The Marketing fee shall be determined by the level of marketing support selected by Franchisee which shall not be less than the Basic level described in the then-current MITS Home Office Support Brochure.

C. Technology Fee. Franchisee shall pay to Franchisor, its affiliate, or its third-party designee via means specified in G.(5) of this Section a continuing monthly technology fee payable no later than the first (1<sup>st</sup>) day of each month during the Term. The Technology fee shall be determined by the level of technology support selected by Franchisee which shall not be less than the Basic level described in the then-current MITS Home Office Support Brochure.

D. Accounting Fee. Franchisee shall pay to Franchisor, its affiliate, or its third-party designee via means specified in G.(5) of this Section a continuing monthly accounting fee payable no later than the first (1<sup>st</sup>) day of each month during the Term. The Accounting Fee shall be determined by the level of accounting support selected by Franchisee which shall not be less than the Basic level described in the then-current MITS Home Office Support Brochure.

E. Products Purchased from Non-Designated Suppliers. If Franchisee obtains Franchisor's prior written approval to sell Products from non-designated suppliers (pursuant to Section 6.C.(2) herein), Franchisee shall pay to Franchisor a fee in an amount equal to five percent (5%) of the price of the Manufacturer Product Purchases paid by Franchisee to such non-designated suppliers (the "Non-Designated Supplier Purchases"). Such fee shall be due and payable each calendar quarter based on Franchisee's Non-Designated Supplier Purchases for the immediately preceding calendar quarter and shall be paid by Franchisee to Franchisor via any means reasonably specified by Franchisor, so that it is received by Franchisor on or before the fifth (5th) day of each calendar quarter, provided such day is a Business Day. If the date on which a payment would otherwise be due is not a Business Day, then payment shall be due on the next Business Day. If Franchisee makes a product purchase from a non-designated supplier and does not report or underreports the purchase to Franchisor, Franchisee agrees to pay to Franchisor up to 50% of the amount not reported or underreported, as Franchisor specifies. Franchisor reserves the right to request purchase reports from Non-Designated Suppliers and Franchisee shall consent to such a request if approval required by Non-Designated Suppliers. Purchases from a supplier prior to that supplier becoming a designated supplier are considered Non-Designated Supplier Purchases.

F. Records, Reports, Audit. On or before fifth (5th) day of each calendar quarter, Franchisee shall provide a report to Franchisor of all of Franchisee's gross sales accruing during the immediately preceding calendar quarter. In addition, Franchisee shall maintain during the term of this Agreement, in accordance with generally accepted accounting principles and in the form and manner prescribed by Franchisor from time to time in the Manuals, and shall preserve for at least five (5) years from the date of preparation, full, complete and accurate books, records and accounts of the Business, including, but not limited to, sales slips, coupons, purchase orders, payroll records, check stubs, bank statements, sales tax records and returns, cash receipts and disbursements, journals and ledgers. Franchisee shall also submit to Franchisor such forms, reports, records, information, and data as Franchisor may reasonably designate, in the form and at the times and places reasonably required by Franchisor. Franchisor shall have the right to audit or inspect Franchisee records, in person, electronically (including e-mail), or mail. Franchisee shall make its premises and books and records available to Franchisor for inspection upon reasonable notice and comply within 5 business days of any request to receive information electronically. Franchisor has the right to charge an audit fee for the cost of the audit.

G. Past Due Amounts; Acceptance and Application of Payments.

(1) Franchisee shall pay when due all other fees, amounts or reimbursements described in this Agreement. Time is of the essence for all payments to be made by Franchisee to Franchisor. Any payment not actually received by Franchisor on or before the due date provided by Franchisor shall be deemed overdue. All unpaid obligations under this Agreement shall bear interest from the date due until paid at the lesser of ten (10%) percent per annum, or the maximum rate allowed by applicable law. Additionally, an insufficient funds or late payment fee of \$100 shall apply to any payment deemed overdue or if Franchisor receives notice that there are insufficient funds in Franchisee's account to cover a standing payment authorization. No provision of this Agreement shall require the payment or permit the collection of interest in excess of the maximum rate allowed by applicable law. If for any reason interest in excess of the maximum rate allowed by applicable law shall be deemed charged, required or permitted, any such excess shall be applied as a payment to reduce any other amounts which may be due and owing hereunder, and if no such amounts are due and owing hereunder, then such excess shall be repaid to the party making the payment.

(2) Acceptance by Franchisor of any payments due subsequent to the due date shall not be deemed to be a waiver by Franchisor of any preceding breach by Franchisee or the Principals of any terms, provisions, covenants or conditions of this Agreement.

(3) Franchisor shall have the right to apply any payment it receives from Franchisee to any amounts Franchisee owes Franchisor or its affiliates under this Agreement or any other agreement between them, even if Franchisee has designated the payment for another purpose or account. Franchisor may accept any check or payment in any amount from Franchisee without prejudice to Franchisor's right to recover the balance of the amount due or to pursue any other right or remedy. No endorsement or statement on any check or payment or in any letter accompanying any check or payment or elsewhere shall constitute or be considered as an accord or satisfaction.

(4) Franchisee shall have no right to withhold any payments due Franchisor on account of Franchisor's breach or alleged breach of this Agreement, and no right to offset any amount due Franchisor against any obligation that Franchisor may owe to Franchisee.

(5) All fees, amounts or reimbursements described in the Agreement are required to be paid via a standing payment authorization that Franchisee is required to set up with Franchisor prior to the Opening Date. If Franchisee is in the US, the standing payment authorization must be in the form of a standing ACH authorization.

H. Annual Adjustment. All fees are subject to an annual adjustment and the fee in any given year will be the fee as shown in the then-current FDD or MITS Home Office Support Brochure (as applicable).

I. Taxes. Certain aforementioned fees may be subject to sales tax or other taxes in Franchisee's jurisdiction. In such cases, Franchisee shall pay applicable taxes to Franchisor who shall remit such taxes to the appropriate agency when due.

J. Multi-location territory. In addition to the mandatory requirement of an additional territory for a territory with a population exceeding 450,000, if a territory decides to operate as multi-locations within the same territory, then each location may incur the fees described above. A multi-location territory has characteristics including, but not limited to, online business profiles with different DBA names, websites on separate domains, or requires separate instances for accounting, marketing, or technology software.

#### 4. FRANCHISOR'S OBLIGATIONS

Franchisor agrees to provide, or cause the following services to be provided to Franchisee. All fees are subject to the same Annual Adjustment described in Section 3.H.

A. Manuals. Beginning during the initial training program, access to one (1) set of the Manuals, either in paper or electronic form.

B. Marketing. Marketing support is provided based on the level of marketing support selected by Franchisee in the MITS Home Office Support Brochure which must not be lower than the Basic level. The Standard support level is free for the first six (6) months of Franchisee operations. Free support does not apply to renewals.

C. Technology. Technology support is provided based on the level of technology support selected by Franchisee in the MITS Home Office Support Brochure which must not be lower than the Basic level. The Podium Add-On is free for the first six (6) months of Franchisee operations. Free support does not apply to renewals.

D. Accounting. Accounting support is provided based on the level of accounting support selected by Franchisee in the MITS Home Office Support Brochure which must not be lower than the Basic level. The Standard support level is free for the first six (6) months of Franchisee operations. Free support does not apply to renewals.

E. Operational Advice. Advice and written materials concerning techniques for managing and operating MITS Businesses, including new developments and improvements in System products and services, sales strategy, and other support.

F. Designated Supplier; Approved Products List. A list of designated suppliers, which Franchisor may change from time to time in its sole discretion, and selections for and publication of the Approved Products List, which Products and pricing may change from time to time in Franchisor's sole discretion.

G. Sample Inventory. Prior to opening of the Business, and at no cost to Franchisee, make available to Franchisee an initial inventory of sample Products from designated suppliers, and thereafter supply such additional inventory of sample Products as Franchisee reasonably requests and Franchisor reasonably requires. See Sec. 6.D(4) of the Franchise Agreement.

H. Training. An initial training program for Franchisee's Operating Principal and one further trainee and additional training programs in accordance with Section 6.K. With Franchisor's prior written consent and subject to its then-current certification procedures, Franchisor may authorize Franchisee to implement a training program for the employees of the Business developed pursuant to this Agreement in accordance with Franchisor's then current standards.

I. Annual Conference. Franchisor may, in Franchisor's sole discretion, hold an Annual Conference at a location to be selected by Franchisor. Franchisor will determine the topics and agenda for such conference to serve the purpose among other things, of updating franchisees on new developments affecting franchisees, exchanging information between franchisees and Franchisor's personnel regarding MITS Business operations and programs, and recognizing franchisees for their achievements. Franchisor may require Franchisee to attend the Annual Conference, for a duration designated by Franchisor, and to pay Franchisor's then-current registration fee of up to \$250 per person. Opting out of attending the annual conference will result in a fee of \$250. All expenses, including Franchisee's and Franchisee's employees' transportation to and from the Annual Conference, and lodging, meals, and salaries during the Annual



Conference, are Franchisee's sole responsibility. If Franchisor establishes a marketing Fund, Franchisor may use expenditures from the Marketing Fund for purposes related to the Annual Conference, including costs related to productions, programs, and materials.

## **5. FRANCHISEE'S AGREEMENTS, REPRESENTATIONS, WARRANTIES, AND COVENANTS**

A. Franchisee's Investigation of this Franchise. Franchisee acknowledges that Franchisee has read this Agreement and that Franchisee understands the terms of this Agreement and accepts them as being reasonably necessary for Franchisor to maintain the uniformity of MITS Businesses and to protect the goodwill of the Marks and the integrity of the System. Franchisee has conducted an independent investigation of the business contemplated by this Agreement and recognizes that an investment in a MITS Business involves business risks; that Franchisee's success is largely dependent on Franchisee's abilities and efforts; and that the nature of MITS Businesses may change over time.

B. Organization and Ownership. If Franchisee is a corporation, limited liability company or other legal entity: (i) Franchisee is duly organized and validly existing under the laws of the state of its formation; (ii) Franchisee is duly qualified and is authorized to do business in each jurisdiction in which its business activities or the nature of the properties owned by it require such qualification; (iii) Franchisee's corporate charter or limited liability company agreement shall at all times provide that the activities of Franchisee are confined exclusively to the operation of the MITS Business; and (iv) the ownership interests in Franchisee are accurately and completely described in Schedule 4.

C. Financial Matters. The Principals that Franchisor designates shall jointly and severally guarantee the performance of Franchisee's obligations under this Agreement pursuant to the terms and conditions of the Principal's Guaranty and Assumption Agreement at Schedule 1 hereto, and shall otherwise bind themselves to the terms of this Agreement as stated herein. Franchisee shall maintain at all times during the term of this Agreement sufficient working capital to fulfill its obligations under this Agreement.

D. Legal Compliance. In addition to complying with Franchisee's obligations under this Agreement, Franchisee agrees to comply with all applicable federal, state, and local laws, rules, regulations, ordinances, and orders. Such laws, rules, regulations, ordinances, and orders vary from jurisdiction to jurisdiction and may be amended or implemented or interpreted in a different manner from time to time. It is Franchisee's sole responsibility to apprise itself of the existence and requirements of all such laws, rules, regulations, ordinances and orders, and to adhere to them at all times during the term of this Agreement.

E. Powers of Attorney. Franchisee hereby appoints Franchisor its true and lawful attorney-in-fact, with full power and authority to assign to Franchisor upon the termination, mutual release, or expiration of this Agreement all rights to the telephone numbers of the Business, any related print or online business profiles, social media profiles, and all rights to any website listings or services, search engines or systems, advertising accounts, and any other business listings related to the Business.

## **6. BUSINESS OPERATIONS**

A. Standards Compliance. Franchisee acknowledges the importance of maintaining uniformity among all of the MITS Businesses and the importance of complying with all of Franchisor's standards and specifications relating to the operation of the MITS Businesses. To protect the reputation and goodwill of Franchisor and to maintain the high standards of operation under the Marks, Franchisee shall conduct its business in accordance with the Manuals, other written directives which Franchisor may issue to Franchisee from time to time, and any other manuals and materials created or approved for use in the operation of MITS Businesses.

B. Office. Franchisee shall establish and maintain at all times an office that shall be located in the Territory (the "Office"), unless Franchisor waived this requirement in writing. The Office may be located in Franchisee's or one of its Principals' homes, or it may be located in a separate commercial office location. All signage, if any, at the Office must comply with Franchisor's standards. If the Office is located in Franchisee's or one of its Principals' home, it must be separate and distinct from the living space and be dedicated to the Business. If Franchisee has not selected a location for the Office at the time that the parties execute this Agreement, the parties will amend Schedule 3 to reflect the address of the Office when the location of the Office is determined. Franchisee acknowledges that Franchisor does not review or approve the location of the Office; provided, if the Office is not located in Franchisee's or one of its Principals' home, Franchisor shall have the right to review the location to confirm that such location meets Franchisor's standards. The inclusion of the address of the Office in Schedule 3 does not constitute a guarantee, assurance, representation or warranty of any kind, express or implied, as to the suitability of the Office for the operation of the Business or for any other purpose. Franchisee acknowledges that it has independently investigated the suitability of the Office for the operation of a MITS Business. Franchisor may require Franchisee at the time(s) Franchisor designates to make improvements to the Office to conform it to Franchisor's then-current standards.

C. Sourcing. Franchisee shall comply with all of Franchisor's standards and specifications relating to the purchase of all inventory, equipment (including computer hardware and software), marketing materials, and other products used or offered for sale in the Business. Franchisee shall offer for sale to customers only such Products that are contained on the Approved Products List and from such suppliers designated by Franchisor. Franchisor's designated suppliers are those who Franchisor has entered into volume purchasing arrangements and who continue to demonstrate the ability to meet Franchisor's then-current standards and specifications for inventory, equipment and other items used or offered for sale in the MITS Business and who possess adequate quality controls and capacity to supply Franchisee's needs and distribute promptly and reliably over an extended period of time.

(1) Franchisee acknowledges and agrees that Franchisor may change the number of designated and approved suppliers at any time and may designate itself, its affiliate, or a third party as the exclusive source for any particular item. Franchisee further acknowledges and agrees that Franchisor will profit from Franchisee's purchases from designated and other suppliers, and will receive certain rebates, payments, fees, allowances, commissions and/or reimbursements from such suppliers in respect of Franchisee's purchases.

(2) If Franchisee desires to purchase, lease, or use any products or other items from a non-designated supplier, Franchisee shall submit to Franchisor a written request for such approval, or shall request the supplier itself to do so. We shall notify you within 30 days of your request whether your request was approved or disapproved. If we fail to notify you, such failure shall be deemed that your request was disapproved. Franchisee shall not purchase or lease from any supplier until and unless such supplier has been approved in writing by Franchisor, which approval may be withheld by Franchisor in its sole discretion and which shall be, at a minimum, contingent upon Franchisor entering into a volume purchasing arrangement with such supplier. Franchisor shall have the right to require that its representatives be permitted to inspect the supplier's facilities or perform other tests to assess the quality of the non-designated supplier products. A charge, not to exceed the cost of the inspection and of the tests (including Franchisor's administrative costs attributable to both), shall be paid by Franchisee or the supplier. Franchisor reserves the right, at its option, to re-inspect and test from time to time the facilities and products of any such supplier and to revoke its approval upon the supplier's failure to continue to meet any of Franchisor's then current criteria. -Nothing in the foregoing shall be construed to require Franchisor to approve any particular supplier.

Franchisee's failure to comply with the provisions of this Section 6.C. shall be deemed a material breach under this Agreement.

D. Approved Products List.

(1) Franchisor will provide Franchisee with an Approved Products List containing the Products (including the brand and style of each item) approved by Franchisor for sale by MITS Businesses. Franchisee must make available for customer purchase only such items contained in the Approved Products List. Franchisor will update the Approved Products List periodically and provide Franchisee with the updated list. Franchisor will, in its discretion, determine the brands and styles of Products and items included on the Approved Products List. Franchisor shall have no responsibility and does not guarantee the availability of any of the items on the Approved Products List. Franchisee shall promptly pay the invoices with respect to all inventory in accordance with their terms.

(2) All inventory shall be offered, sold, and delivered according to the specifications contained in the Manual or as otherwise directed by Franchisor. Franchisee shall make no sales of inventory or services outside of the Territory unless Franchisor otherwise consents in writing.

(3) If Franchisee desires to offer any other brand or inventory items not on the Approved Products List, Franchisee shall submit to Franchisor a written request for approval in writing, which approval Franchisor may grant or withhold in Franchisor's sole discretion.

(4) Franchisor will provide Franchisee with an initial inventory of sample Products from designated suppliers as part of Franchisee's initial franchise fee; thereafter, Franchisee is required to maintain an adequate inventory of sample Products for use with prospective customers and may incur additional costs from supplier to replenish samples as needed.

E. Operational Requirements. Franchisee shall operate the Business in full conformity with Franchisor's methods, standards and specifications as set forth in the Manuals and as from time to time otherwise prescribed in writing. Without limitation of the foregoing, Franchisee agrees:

(1) To actively sell and offer for sale all Products required by Franchisor utilizing the method, manner and style of distribution prescribed by Franchisor, and to maintain an adequate inventory of sample Products, as prescribed by Franchisor from time to time;

(2) To sell and offer for sale only such Products that are listed on the Approved Products List or that have otherwise been expressly approved for sale in writing by Franchisor; to discontinue selling and offering for sale any inventory items, products or services and any method, manner or style of distribution which Franchisor may, in its sole discretion, disapprove in writing at any time; and to refrain from deviating from Franchisor's standards and specifications without Franchisor's prior written consent;

(3) To purchase or lease and install, at Franchisee's expense, all equipment (including computer systems), signs (if the Office is not a home office), and related items at the Office that Franchisor may reasonably direct from time to time in the Manuals or otherwise in writing;

(4) To maintain a competent, courteous, conscientious, sales-oriented trained staff and to take any and all steps as are necessary to ensure that its employees preserve good customer relations and comply with any dress code Franchisor may prescribe;

(5) To comply with all manufacturer warranty duties, if any, applicable to safety and warranty laws and regulations; and

(6) To refrain from offering or facilitating the purchase of any non-manufacturer Product warranty to customers and from representing to any customer that Franchisor provides any non-manufacturer Product warranty of any kind.

(7) To comply with the standard project terms and conditions found at [www.madeintheshadeblinds.com/project-terms](http://www.madeintheshadeblinds.com/project-terms). The standard project terms and conditions are subject to change so long as Franchisor gives thirty (30) days notice to Franchisee.

F. Computer Systems. Franchisee agrees to use the Computer System that Franchisor specifies from time to time for use in the operation of the Business; provided, however, that Franchisor's current specifications require only that Franchisee have a functioning personal computer that has a high-speed modem and that connects to the internet and transmits and receives e-mail. Franchisee acknowledges that Franchisor may make reasonable modifications to the specifications and the components of any such Computer System from time to time. Franchisor may require Franchisee to obtain specified computer hardware and/or software, including, without limitation, a license to use Software Programs developed by Franchisor or others. Changes to the Computer System specifications may require Franchisee to incur reasonable costs to purchase, lease and/or license new or modified computer hardware and/or software and to obtain service and support for the Computer System during the term of this Agreement. Franchisee acknowledges that Franchisor cannot estimate the future costs of the Computer System (or additions or modifications thereto) and that the cost to Franchisee of obtaining the Computer System (including software licenses) or additions or modification thereto may not be fully amortizable over the remaining term of this Agreement. Nonetheless, Franchisee agrees to incur such costs. Within sixty (60) days after Franchisee receives notice from Franchisor, Franchisee agrees to obtain the components of the Computer System that Franchisor requires. Franchisee further acknowledges and agrees that Franchisor has the right to charge a reasonable systems fee (up to our actual costs plus 20% to cover our administrative costs) for any software or systems modifications and enhancements specifically made for Franchisor that are licensed to Franchisee and other maintenance and support services that Franchisor or its affiliate may furnish to Franchisee.

**Independent Access to Information.** You are required to provide to us independent access to the information that will be generated or stored in your computer systems, which includes, but not limited to, customer, transaction, and operational information. We have the right to review your business operations, in person, by mail, or electronically, and to inspect your operations and obtain your paper and electronic business records related to the Franchised Business and any other operations taking place through your Franchised Business. There are no contractual restrictions on our right to access your data.

G. MITS Website. Franchisor has established a website containing contact information for the franchised MITS Businesses and other information about the System, the products and services offered by MITS Businesses. Franchisor shall have sole discretion and control over the website, including timing, design, contents and continuation. Without Franchisor's prior written approval, which Franchisor may give or withhold in Franchisor's sole discretion, Franchisee may not develop, create, generate, own, or otherwise use any computer and/or electronic media (including but not limited to the internet, bulletin boards, social networking sites (*e.g.*, Facebook), and news groups) in connection with the Business. Franchisee agrees that Franchisee has no authority to, and Franchisee will not, register any domain name in any class or category that uses or creates any association with the Marks (including any abbreviation, acronym, phonetic variation or visual variation of the Marks) or the System without Franchisor's express prior written consent.

H. Customer Complaints. Franchisee shall process and handle all consumer complaints connected with or relating to the Business, and shall promptly notify Franchisor of all: (i) safety or health violations, (ii) claims exceeding \$1,000, and (iii) any other material claims against or losses suffered by Franchisee. Franchisee shall maintain any communications with governmental authorities affecting the

Business during the term of this Agreement and for one (1) year after the expiration or earlier termination hereof.

I. Vehicles. Any vehicle used by Franchisee in connection with the operation of the Business shall meet Franchisor's image and other standards. Franchisee shall keep the vehicle clean and in good working order. Franchisee shall not permit anyone to operate a vehicle used in connection with the Business who is under the age of eighteen (18) years or who does not possess a valid driver's license issued by state in which the Business is located. Franchisee shall require each person who operates a vehicle used in connection with Business operations to comply with all applicable laws, regulations and rules of the road and to use due care and caution in the operation and maintenance of the vehicles. Except as stated herein, Franchisor does not exercise any control over any motor vehicle used by Franchisee.

J. Operating Principal. Upon the execution of this Agreement, Franchisee shall designate, and shall retain at all times during the term of this Agreement, an individual to serve as Franchisee's Operating Principal. If Franchisee is an individual, Franchisee shall perform all obligations of the Operating Principal. The Operating Principal for all MITS Businesses operated by Franchisee and, if applicable, Franchisee's affiliates, shall be the same person. The Operating Principal shall maintain a direct or indirect ownership interest of not less than ten percent (10%) in Franchisee. Except as may otherwise be provided in this Agreement, the Operating Principal's interest in Franchisee shall be and remain free of any pledge, mortgage, hypothecation, lien, charge, encumbrance, voting agreement, proxy, security interest or purchase right or options. The Operating Principal shall execute this Agreement as a Principal, and shall be individually, jointly and severally, bound by all obligations of Franchisee, the Operating Principal and a Principal hereunder. The Operating Principal shall meet Franchisor's qualifications, as set forth in this Agreement, the Manuals, or otherwise in writing and, without limitation, shall be empowered with full authority to act for and on behalf of Franchisee. Franchisee must promptly notify Franchisor if the Operating Principal cannot continue to serve in that capacity or no longer qualifies as such, and must take corrective action within thirty (30) days thereafter. During such thirty (30) day period, Franchisee must provide for interim management of its operations in accordance with this Agreement. Any failure to comply with this Section 6.J. will be a material breach of this Agreement.

K. Training. Franchisee's Operating Principal shall successfully complete Franchisor's management training program prior to the Opening Date. Any successor or replacement Operating Principal shall successfully complete Franchisor's management training program within a reasonable time after such persons are designated. Such persons, and any other personnel of Franchisee whom Franchisor may designate, shall attend and complete any additional training that Franchisor may from time to time require. Training shall be conducted at locations designated by Franchisor.

(1) Initial management training for Franchisee's Operating Principal and one further trainee is provided at no additional charge; however, any additional trainees will incur a fee of \$1,000 per additional attendee. All trainees receive a new tablet for training and later use in their operations.

Moreover, Franchisor reserves the right to charge a reasonable fee for training successor or replacement personnel and for any additional training programs. Franchisee shall be responsible for any and all expenses incurred in connection with any initial or additional training, including, without limitation, the costs of travel, lodging, meals and wages incurred by Franchisee, its Operating Principal, and its employees.

(2) If the Operating Principal fails, in Franchisor's sole judgment, to satisfactorily complete Franchisor's management training program, and Franchisee fails to cure such default within forty-five (45) days following written notice from Franchisor, Franchisor may terminate this Agreement.

L. Pricing. To the fullest extent permitted by applicable law, Franchisor reserves the right to establish maximum or other pricing requirements with respect to the prices Franchisee may charge for products or services.

## **7. ADVERTISING AND RELATED FEES**

A. Promotional Programs. Franchisee shall participate in, and comply with the requirements of, any gift card, gift certificate, customer loyalty or retention programs that Franchisor implements for all or part of the MITS franchise system and shall sign the forms and take the other action that Franchisor requires in order for Franchisee to participate in such programs. Franchisor may, from time to time, in its sole discretion, develop and administer advertising and sales promotion programs designed to promote all MITS Businesses operating under the System including but not limited to a national marketing fund. Franchisee must participate in all such advertising and sales promotion programs in accordance with the terms and conditions established by Franchisor. The standards and specifications established by Franchisor for such programs, including, without limitation, the type, quantity, timing, placement and choice of media, market areas and advertising agencies, shall be final and binding upon Franchisee.

B. Advertising Approvals. All advertising and promotion by Franchisee in any medium shall be conducted in a dignified manner and shall conform to Franchisor's standards and specifications. Franchisee shall obtain Franchisor's approval of all advertising and promotional plans and materials, including, without limitation, those placed on the internet pursuant to Section 6.G., prior to use if such plans and materials have not been prepared or previously approved by Franchisor during the twelve (12) month period immediately preceding their proposed use. Franchisee shall submit any unapproved plans and materials to Franchisor, and Franchisor shall approve or disapprove such plans and materials within twenty (20) days after receiving them. If Franchisor does not respond to Franchisee's request for approval within such twenty (20)-day period, the materials or plans shall be deemed approved by Franchisor. Franchisee shall not use any unapproved plans or materials until they have been approved or deemed approved by Franchisor, and shall promptly discontinue use of any advertising or promotional plans or materials, whether or not previously approved or deemed approved, upon notice from Franchisor.

C. Local Advertising. We recommend that you spend 3% of your Business's gross sales on local advertising in each calendar year. We reserve the right to require you to submit to us such forms, reports, records, information, and data regarding your local advertising expenditures as we may reasonably designate in accordance with Franchisor's standards and specifications (the "Local Marketing Requirement"). The Local Marketing Requirement must be expended within Franchisee's Territory. Franchisee acknowledges and agrees that Franchisee's Local Marketing Requirement must be expended regardless of the amount(s) spent by other System franchisees on Local Marketing. Franchisee may spend any additional sums Franchisee wishes on Local Marketing. Franchisee must use only such advertising and promotional materials as have been previously approved by Franchisor. Upon request by Franchisor, Franchisee will submit to Franchisor proof of Franchisee's expenditures on local marketing.

D. Best Efforts, Councils, and Co-Ops. Neither you nor we are required to participate in, or spend additional funds on, specific advertising or sales promotion programs in your Territory. You must use your best efforts to actively sell the Products and promote the Business in your Territory. We do not currently have an advertising council, and you are not required to participate in any local or regional advertising cooperatives.

E. Business Profiles and Listings. Franchisor shall have primary ownership of all business profiles and other online listings including, but not limited to any Google Business Profiles, Google Ads, and Facebook Business Pages. Franchisee will be listed as a secondary owner. Third parties shall be granted manager or equivalent access only and shall not be made owners of any business profiles and listings.

## **8. MARKS**

A. Right to Use the Marks. Franchisor grants Franchisee the right to use the Marks during the term of this Agreement in accordance with this Agreement and Franchisor's standards and specifications.

B. Agreements Regarding the Marks. Franchisee expressly acknowledges that:

(1) As between Franchisor and Franchisee, Franchisor is the owner of all right, title and interest in and to the Marks and the goodwill associated with and symbolized by them.

(2) Neither Franchisee nor any Principal shall take any action that would prejudice or interfere with the rights of Franchisor or its affiliates in and to the Marks. Nothing in this Agreement shall give Franchisee any right, title, or interest in or to any of the Marks, except the right to use the Marks in accordance with the terms and conditions of this Agreement.

(3) Any and all goodwill arising from Franchisee's use of the Marks shall inure solely and exclusively to the benefit of Franchisor or its affiliates, and upon expiration or termination of this Agreement and the license granted herein, no monetary amount shall be attributable to any goodwill associated with Franchisee's use of the Marks.

(4) Franchisee shall not contest, or assist others to contest, the validity, or the interest, of Franchisor or its affiliates in the Marks.

(5) Any unauthorized use of the Marks shall constitute an infringement of Franchisor's or its affiliates' rights in the Marks and a material event of default under this Agreement. Franchisee shall provide Franchisor with all assignments, affidavits, documents, information and assistance related to the Marks that Franchisor or its affiliates reasonably request, including all such instruments necessary to register, maintain, enforce and fully vest the rights of Franchisor or its affiliates in the Marks.

(6) We have the right to discontinue or modify or substitute the Marks in our sole discretion. If we do, you must adopt and use any new marks as required by us. Any expense you incur because of adopting and using these marks are your responsibility.

(7) Franchisee shall, in its business cards, use the Marks only in obvious conjunction with the words, "An Independent Made in the Shade Franchisee."

C. Use of the Marks. Franchisee further agrees that Franchisee shall:

(1) Operate and advertise the Business only under the name "Made in the Shade", without prefix or suffix, unless otherwise authorized or required by Franchisor. Franchisee shall not use the Marks or any portion thereof as part of its limited liability company, corporate or other legal name.

(2) Identify itself as the owner of the Business in conjunction with any use of the Marks, including, but not limited to, uses on invoices, order forms, receipts and contracts, and shall display a notice in such content and form and at such conspicuous locations on the premises of the Business or on any vehicle used in the operation of the Business as Franchisor may designate in writing.

(3) Not use the Marks to incur any obligation or indebtedness on behalf of Franchisor.

(4) Comply with Franchisor's instructions in filing and maintaining the requisite trade name or fictitious name registrations, and execute any documents deemed necessary by Franchisor or its counsel to obtain protection of the Marks or to maintain their continued validity and enforceability.

(5) Franchisee shall not use the Marks or any abbreviation or other name associated with Franchisor or the System as part of any e-mail address, domain name, or other identification of Franchisee in any electronic medium, except as expressly permitted by Franchisor in writing. Franchisee

agrees not to transmit or cause any other party to transmit advertisements or solicitations by e-mail or other electronic media without first obtaining Franchisor's written consent as to the content of such e-mail advertisements or solicitations as well as Franchisee's plan for transmitting such advertisements. In addition, Franchisee shall be solely responsible for compliance with any laws pertaining to sending e-mails including but not limited to the Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003 (the "CAN-SPAM Act of 2003").

D. Infringement and Claims. Franchisee shall notify Franchisor immediately of any apparent infringement of or challenge to Franchisee's use of any Mark and of any claim by any person of any rights in any Mark. Franchisor is not required to take affirmative action when notified of these uses or claims. Franchisor has the sole right to control any administrative proceedings or litigation involving a trademark licensed by Franchisor to you. Franchisor shall have complete discretion to take any action it deems appropriate in connection with any infringement of, or challenge or claim to, any Mark and the right to control exclusively, or to delegate control of, any settlement, litigation, Patent and Trademark Office or other proceeding arising out of any such alleged infringement, challenge or claim or otherwise relating to any Mark. Franchisor is not required to participate in Franchisee's defense or indemnify Franchisee for any expenses or damages incurred if Franchisee is a party to a claim involving the Marks. Franchisee and the Principals shall not communicate with any person other than Franchisor, its affiliates, their counsel, and Franchisee's counsel in connection with any such apparent infringement, challenge or claim. Franchisee agrees to execute all such instruments and documents, render such assistance, and do such acts or things as may, in the opinion of Franchisor, reasonably be necessary or advisable to protect and maintain the interests of Franchisor or any affiliate in the Marks.

## **9. CONFIDENTIALITY AND NONCOMPETITION COVENANTS**

A. Manuals. The Manuals shall be provided to Franchisee in either paper or electronic form. The Manuals are Franchisor's property and any print copies (if permitted or made available by Franchisor) shall be returned to Franchisor when this Agreement expires or is terminated for any reason. Franchisee and the Principals shall at all times treat the Manuals, and the information contained therein, as confidential and shall maintain such information as secret and confidential in accordance with this Section 9. Franchisee and the Principals shall not at any time copy, duplicate, record or otherwise reproduce the Manuals, in whole or in part, or otherwise make the same available to any unauthorized person. Franchisee shall make the Manuals available only to those of Franchisee's employees who must have access to them in order to operate the Business. Franchisor has the right to add to or modify the Manuals from time to time to, among other reasons, change operating procedures, maintain the goodwill associated with the Marks, and enable the System to remain competitive. Franchisee shall comply with the terms of all additions and modifications to the Manuals and shall keep the Manuals current. If there is a dispute about the contents of the Manuals, the terms of the master copy at Franchisor's offices shall control. The entire contents of the Manuals, and Franchisor's mandatory specifications, procedures and rules prescribed from time to time, shall constitute provisions of this Agreement as if they were set forth herein.

B. Nondisclosure of Confidential Information. "Confidential Information" means our information or data (oral, written, electronic or otherwise), including, without limitation, a trade secret, that is valuable and not generally known or readily available to third parties obtained by you from us during the term of the Franchise Agreement. The Confidential Information of ours includes all intellectual property associated with our Franchise system, all other materials relating to our Franchise system that are not a matter of public record, and all information generated during the performance of the Franchise Agreement.

You will not directly or indirectly disclose, publish, disseminate or use our "Confidential Information" except as authorized in the Franchise Agreement. You may use our Confidential Information to perform your obligations under the Franchise Agreement, but in doing so you will only allow dissemination of our Confidential Information on a need-to-know basis and only to those individuals that



have been informed of the proprietary and confidential nature of such Confidential Information. We may share performance data of your franchised business between us, our employees and affiliates, our franchisees and their employees. You agree to keep such performance data confidential.

C. Noncompetition Covenants. Franchisee and the Principals covenant as follows:

(1) With respect to Franchisee, during the term of this Agreement (or with respect to each of the Principals and Principal Family Members, for so long as such person satisfies the definition of "Principal" under this Agreement), except as otherwise approved in writing by Franchisor, neither Franchisee nor any of the Principals shall, directly or indirectly:

(a) Divert, or attempt to divert, any business or customer of the Business to any competitor, or do or perform any other act injurious or prejudicial to the goodwill associated with the Marks and the System.

(b) Except with respect to MITS Businesses operated under valid agreements with Franchisor, offer any business that is the same as or similar to a MITS Businesses (including, without limitation, any business which primarily offers and sells window coverings and other similar household or commercial products) and which is located within the United States or Canada.

(2) With respect to Franchisee, for a continuous uninterrupted period commencing upon the expiration, termination, or transfer of all of Franchisee's interest in, this Agreement (or, with respect to each of the Principals and Principal Family Members, commencing upon the earlier of (i) the expiration or termination of, or transfer of all of Franchisee's interest in, this Agreement or (ii) the time such individual or entity ceases to satisfy the definition of "Principal" under this Agreement) and continuing for two (2) years thereafter, except as otherwise approved in writing by Franchisor, neither Franchisee, nor any of the Principals shall, directly or indirectly:

(a) Divert, or attempt to divert, any business or customer of the licensed business to any competitor, or do or perform any other act injurious or prejudicial to the goodwill associated with the Marks and the System.

(b) Except with respect to MITS Businesses operated under valid agreements with Franchisor, offer any business that is the same as or similar to a MITS Business (including, without limitation, any business that primarily offers window coverings and other similar household or commercial products) and which is, or is intended to be, located (i) in the Territory, (ii) within a fifty (50) mile radius of the Territory, or (iii) within a fifty (50) mile radius of any other MITS franchised territory then in existence.

(3) Franchisee agrees that each of the foregoing covenants contain reasonable limitations as to time, geographical area, and scope of activity to be restrained and do not impose a greater restraint than is necessary to protect the goodwill or Franchisor's other business interests. Each covenant shall be construed as independent of any other covenant or provision of this Agreement. If all or any portion of a covenant in this Section 9.C. is held unreasonable or unenforceable by a court having valid jurisdiction in an unappealed final decision to which Franchisor is a party, Franchisee and Franchisee's Principals expressly agree to be bound by any lesser covenant subsumed within the terms of such covenant that imposes the maximum duty permitted by law, as if the resulting covenant were separately stated in and made a part of this Section 9.C.

(a) Franchisee and Franchisee's Principals expressly agree that the existence of any claims Franchisee or they may have against Franchisor, whether arising under this Agreement or

otherwise, shall not constitute a defense to the enforcement by Franchisor of the covenants in this Section 9.C.

D. Injunctive Relief. Franchisee and Franchisee's Principals acknowledge that any failure to comply with the requirements of this Section 9 shall constitute a material event of default under this Agreement and further acknowledge that such a violation would result in irreparable injury to Franchisor for which no adequate remedy at law may be available. Franchisee and Franchisee's Principals accordingly consent to the issuance of an injunction prohibiting any conduct by Franchisee or Franchisee's Principals in violation of the terms of this Section 9, without the requirement that Franchisor post a bond. Franchisee and Franchisee's Principals agree to pay all court costs and reasonable attorneys' fees and costs that Franchisor incurs in connection with the enforcement of this Section 9, including all costs and expenses for obtaining specific performance, or an injunction against the violation, of the requirements of this Article, or any part of it.

E. Execution of Covenants by Franchisee's Principals and Management. Franchisee agrees to require and obtain the execution of covenants similar to those set forth in Sections 9.B. and C. from all of Franchisee's Principals not signing the Principals' Guaranty and Assumption Agreement, from all Business management personnel, and, at Franchisor's request, any other of Franchisee's personnel.

## **10. INSURANCE**

A. Franchisee shall procure and maintain in full force and effect during the term of this Agreement, at Franchisee's expense, an insurance policy or policies protecting Franchisee and Franchisor, and their officers, directors, partners, and employees, against any claims for loss, liability, personal injury, death, property damage, or any expense whatsoever arising out of or occurring upon or in connection with the Business. Such policy or policies shall be written by an insurance company satisfactory to Franchisor in accordance with its then-current standards and specifications for insurance coverage.

**B. UPON OBTAINING THE INSURANCE REQUIRED BY THIS AGREEMENT AND ON EACH POLICY RENEWAL DATE THEREAFTER, FRANCHISEE SHALL PROMPTLY SUBMIT EVIDENCE OF SATISFACTORY INSURANCE AND PROOF OF PAYMENT THEREFOR TO FRANCHISOR, TOGETHER WITH, UPON REQUEST, COPIES OF ALL POLICIES AND POLICY AMENDMENTS. THE EVIDENCE OF INSURANCE SHALL INCLUDE A STATEMENT BY THE INSURER THAT THE POLICY OR POLICIES WILL NOT BE CANCELED OR MATERIALLY ALTERED WITHOUT AT LEAST THIRTY (30) DAYS PRIOR WRITTEN NOTICE TO FRANCHISOR. SHOULD FRANCHISEE, FOR ANY REASON, FAIL TO PROCURE OR MAINTAIN ANY INSURANCE REQUIRED BY THIS AGREEMENT, AS SUCH REQUIREMENTS MAY BE REVISED FROM TIME TO TIME BY FRANCHISOR IN WRITING, FRANCHISOR SHALL HAVE THE RIGHT AND AUTHORITY (WITHOUT, HOWEVER, ANY OBLIGATION TO DO SO), IMMEDIATELY TO PROCURE SUCH INSURANCE AND TO CHARGE THE COST OF SAME TO FRANCHISEE PLUS OUR ADMINISTRATIVE COSTS.**

## **11. DEBTS AND TAXES**

A. Payment of Taxes, Filing of Tax Returns, and Other Obligations. Franchisee shall promptly pay when due all Taxes, levied or assessed and all accounts and other indebtedness of every kind incurred by Franchisee in the conduct of the franchised business. Without limiting the provisions of Section 13, Franchisee shall be solely liable for the payment of all Taxes and shall indemnify Franchisor for the full amount of all such Taxes and for any liability (including penalties, interest and expenses) arising from or concerning the payment of Taxes, whether or not correctly or legally assessed. Each of the parties agrees to file its own tax, regulatory, and payroll reports with respect to its respective employees or agents and

operations, and to indemnify the other party against any liability by virtue of the tax, regulatory, and payroll reports filed by the party.

B. No Deduction. Each payment to be made to Franchisor hereunder shall be made free and clear and without deduction for any Taxes.

C. Disputed Liability. In the event of any bona fide dispute as to Franchisee's liability for Taxes or other indebtedness, Franchisee may contest the validity or the amount of the Tax or indebtedness in accordance with the procedures of the taxing authority or applicable law. However, in no event shall Franchisee permit a tax sale or seizure by levy of execution or similar writ or warrant or attachment by a creditor, to occur against the assets of the franchised business or any improvements thereon.

D. Credit Standing. Franchisee recognizes that the failure to make payments or repeated delays in making prompt payments to suppliers will result in a loss of credit rating or standing which will be detrimental to the goodwill associated with the Marks and the System. Except for payments which are disputed by Franchisee in good faith, Franchisee agrees to promptly pay when due all amounts owed by Franchisee to Franchisor, its affiliates, and other suppliers.

E. Notice of Adverse Orders. Franchisee shall notify Franchisor in writing within five (5) days of the commencement of any action, suit or proceeding and of the issuance of any order, writ, injunction, award or decree of any court, agency or other governmental instrumentality, which may adversely affect the operation or financial condition of the franchised business.

## **12. TRANSFER AND RELOCATION**

A. By Franchisor. Franchisor shall have the right to transfer or assign this Agreement and all or any part of its rights or obligations herein to any person or legal entity who agrees to be bound by its terms.

B. By Franchisee and Principals. Franchisee understands and acknowledges that the rights and duties set forth in this Agreement are personal to Franchisee, and that Franchisor has granted rights under this Agreement in reliance on the business skill, financial capacity and personal character of Franchisee and the Principals. Accordingly, neither Franchisee nor any Principal, nor any successor or assign of Franchisee or any Principal, shall sell, assign, transfer, convey, give away, pledge, mortgage or otherwise dispose of or encumber any direct or indirect interest in this Agreement, in the Business or in Franchisee without the prior written consent of Franchisor. Any purported assignment or transfer, by operation of law or otherwise, made in violation of this Agreement shall be null and void and shall constitute a material breach under this Agreement. If Franchisee wishes to transfer all or part of its interest in the Business or this Agreement, or if Franchisee or a Principal wishes to transfer any ownership interest in Franchisee, transferor and the proposed transferee shall apply to Franchisor for its consent. Franchisor shall not unreasonably withhold its consent to a transfer of any interest in Franchisee, in the Business or in this Agreement but may require any or all of the following as conditions of its consent:

(1) Pay all amounts due to Franchisor and third-party vendors;

(2) Franchisee and its affiliates shall not be in default of this Agreement, or any other agreement with Franchisor or its affiliates, and shall have substantially and timely complied with all the terms and conditions of such agreements during their respective terms, including, without limitation, the Minimum Performance Standard set forth in Section 1.D.;

(3) The transferor and its principals, if applicable, shall have executed a general release, in a form satisfactory to Franchisor, of any and all claims, against Franchisor and its affiliates;

(4) The transferee shall demonstrate to Franchisor's satisfaction that it meets Franchisor's then-current qualifications;

(5) The transferee operating principal, business manager, and any other personnel required by Franchisor shall attend and satisfactorily complete Franchisor's initial franchisee training program and shall pay \$1,000 per person to attend such initial training. All trainees receive a new tablet for training and later use in their operations;

(6) The transferee shall execute Franchisor's then-current form of franchise agreement, or, at Franchisor's option under unusual circumstances, an assignment of the transferor's franchise agreement. The transferee shall not be required to pay an initial franchise fee. If the transferee is an entity, transferee's principals shall also execute a guarantee of the obligations under the franchise agreement.

(7) The transferor shall execute such instruments to remain liable to obligations which survive the transfer of this franchise agreement or rights hereunder as reasonably requested by Franchisor;

(8) The sales price of the franchise shall be approved by franchisor so as to neither be so high as to unreasonably interfere with the transferee's likelihood of success nor so low as to devalue the goodwill and value of the Franchisor and other franchisees in the system; and

(9) Transferor shall provide to transferee updated and complete sample inventory in good condition and/or pay the current cost of replacement samples and pay to Franchisor a transfer fee in an amount equal to 5% of the gross sale price, with a minimum fee of \$10,000 and a maximum fee of \$40,000, in consideration for Franchisor's legal and administrative costs associated with the transfer. This transfer fee is waived for a transfer to any of a Principal's Family Members.

(10) Transferor shall provide continued assistance to transferee for a period of at least 3 months after effective date of the transfer, unless otherwise released from this obligation by Franchisor.

(11) Transferor must require transferee to respond to any reasonable customer requests and comply with the standard terms and conditions specified at [www.madeintheshadeblinds.com/project-terms](http://www.madeintheshadeblinds.com/project-terms) for any work performed by Transferor in the previous twelve (12) months of Transferor's operations.

(12) Transferor must pay Franchisor a transfer referral fee of the greater of \$5,000, the then-current transfer referral fee at time of the transfer, or the amount of any broker fees that Franchisor must pay to a third party as a result of the transfer.

C. Relocation. Franchisee may request the relocation of its Territory. Franchisor has the right to deny such a request. If the relocation of the Territory is approved by the Franchisor, Franchisee shall pay a fee of \$7,500 to the Franchisor.

D. Annual Adjustment. All fees are subject to an annual adjustment and the fee in any given year will be the fee as shown in the then-current FDD.

### **13. INDEMNIFICATION**

Franchisee agrees to indemnify, defend and hold harmless Franchisor, Franchisor's affiliates, and their respective shareholders, directors, officers, employees, agents, successors and assignees (the "Indemnified Parties") against, and to reimburse any one or more of the Indemnified Parties for, any and

all claims, and liabilities directly or indirectly arising out of the operation of the Business or Franchisee's breach of this Agreement, without limitation and without regard to the cause or causes thereof or the negligence (whether such negligence be sole, joint or concurrent, or active or passive) or strict liability of Franchisor or any other party or parties in connection therewith, including, without limitation, the other Indemnified Parties. Notwithstanding the foregoing, this indemnity shall not apply to any liability arising from Franchisor's gross negligence or willful misconduct, except to the extent that joint liability is involved, in which event the indemnification provided herein shall extend to any finding of comparative or contributory negligence attributable to Franchisee, Franchisee's Principals, officers, directors, employees, independent contractors or affiliates. For purposes of this indemnification, "claims" includes all obligations, damages (actual, consequential, exemplary or other) and costs reasonably incurred in the defense of any claim against any of the Indemnified Parties, including, without limitation, accountants', arbitrators', attorneys' and expert witness fees, costs of investigation and proof of facts, court costs, other expenses of litigation, arbitration or alternative dispute resolution and travel and living expenses. Franchisor has the right to defend any such claim against Franchisee. This indemnity will continue in full force and effect subsequent to and notwithstanding the expiration or termination of this Agreement. Under no circumstances will Franchisor or any other Indemnified Party be required to seek recovery from any insurer or other third party, or otherwise to mitigate Franchisor's, their or Franchisee's losses and expenses, in order to maintain and recover fully a claim against Franchisee. Franchisee agrees that a failure to pursue such recovery or mitigate a loss will in no way reduce or alter the amounts Franchisor or another Indemnified Party may recover from Franchisee. The terms of this Section 13 shall survive the termination, expiration or transfer of this Agreement or any interest herein.

#### **14. RELATIONSHIP OF THE PARTIES**

A. Independent Contractor Relationship. Franchisee agrees that the relationship created by this Agreement is not a fiduciary, special, or any other similar relationship, but rather is an arm's-length business relationship, and Franchisor owes Franchisee no duties except as expressly provided in this Agreement. Franchisee shall be an independent contractor, and nothing in this Agreement is intended to constitute either party an agent, legal representative, subsidiary, joint venturer, partner, employee, joint employer or servant of the other for any purpose. During the term of this Agreement, Franchisee shall hold itself out to the public as an independent contractor conducting its Business operations pursuant to the rights granted by Franchisor.

B. No Authority. Nothing in this Agreement authorizes Franchisee or any of the Principals to make any contract, agreement, warranty or representation on Franchisor's behalf, or to incur any debt or other obligation in Franchisor's name, and Franchisor shall in no event assume liability for, or be deemed liable under this Agreement as a result of, any such action, or for any act or omission of Franchisee or any of the Principals or any claim or judgment arising therefrom.

#### **15. TERMINATION**

A. Termination on Notice; No Cure. Franchisee shall be deemed to be in material default and Franchisor may, at its option, terminate this Agreement and all rights granted hereunder, without affording Franchisee any opportunity to cure the default, effective immediately upon notice to Franchisee, upon the occurrence of any of the following events:

(1) If Franchisee is insolvent, meaning unable to pay its bills in the ordinary course of business as they become due.

(2) If Franchisee or any of the Principals fails to disclose to Franchisor a felony conviction before acquiring this franchise or is convicted of, or has entered a plea of nolo contendere to, a felony, a crime involving moral turpitude, or any other crime or offense that Franchisor believes is

reasonably likely to have an adverse effect on the System, the Marks, the goodwill associated therewith, or Franchisor's interests therein.

(3) If Franchisee or any of the Principals purports to transfer any rights or obligations under this Agreement or any interest in Franchisee or the Business to any third party without Franchisor's prior written consent.

(4) If Franchisee fails to achieve the Minimum Performance Standard in two (2) or more non-consecutive Agreement Years other than the first Agreement Year.

(5) If Franchisee commits three (3) or more breaches of this Agreement or the Operations Manual in any 12 month period, regardless of whether such breaches were cured.

(6) If Franchisee commits five (5) or more breaches of this Agreement or the Operations Manual, regardless of whether such breaches were cured.

(7) For the purpose of clarity, selling a project in a U.S Postal Service zip code that is owned by another franchisee in the MITS system is a breach for each and every occurrence, unless a signed agreement is in place with the other franchisee. Even if Franchisor provides a single notice after discovering that Franchisee has been selling multiple projects in a territory owned by another franchisee in the MITS system, each and every project will be treated as a separate breach.

(8) If Franchisee abandons the active pursuit of the business, except when such abandonment is temporarily required as a result of natural disaster or other similar occurrences beyond Franchisee's control.

B. Termination on Notice; Opportunity to Cure. Except as provided in Section 15.A. of this Agreement, Franchisor may terminate the Franchise Agreement for any other breach of this Agreement or of the Operations Manual, or upon any failure to pay monies owed to the Franchisor, upon giving a 30 day notice to cure to Franchisee, at the end of the 30 day cure period, if Franchisee has not cured in the 30 day cure period.

## **16. POST-TERMINATION**

A. Franchisee's Obligations Upon Termination. Upon termination or expiration of this Agreement, all rights granted hereunder to Franchisee shall terminate, and Franchisee shall:

(1) Immediately cease to operate the Business under this Agreement, and shall not thereafter, directly or indirectly, represent to the public or hold itself out as a present or former franchisee of Franchisor.

(2) Immediately and permanently cease to use, in any manner whatsoever, any Confidential Information, methods, procedures, and techniques associated with the System and the Marks. Without limitation of the foregoing, Franchisee shall cease to use all signs, advertising materials, displays, stationery, forms and any other items which display the Marks.

(3) Take such action as may be necessary to cancel any assumed name or equivalent registration which contains the mark "Made in the Shade" or any other Mark, and furnish Franchisor with satisfactory evidence of compliance within five (5) days after termination or expiration of this Agreement.

(4) Not use any reproduction, counterfeit, copy or colorable imitation of the Marks, in connection with any other business, which is likely to cause confusion, mistake, or deception, or which

is likely to dilute Franchisor's rights in and to the Marks, nor shall Franchisee use any designation of origin or description or representation which falsely suggests or represents an association or connection with Franchisor constituting unfair competition.

(5) Promptly pay all sums owing to Franchisor and its affiliates, and all damages, costs and expenses, including reasonable attorneys' fees and costs, incurred by Franchisor as a result of any default by Franchisee or in connection with obtaining injunctive or other relief for the enforcement of any provisions of this Section 16, which obligation shall give rise to and remain a lien in favor of Franchisor against any and all assets of Franchisee, until such obligations are paid in full.

(6) Immediately deliver to Franchisor all Manuals, records, files, instructions, correspondence, Software Programs, and other materials related to the operation of the Business in Franchisee's possession or control, and all copies thereof, all of which are acknowledged to be Franchisor's property, and retain no copy or record of any of the foregoing, except Franchisee's copy of this Agreement and of any correspondence between the parties and any other documents which Franchisee reasonably needs for compliance with any provision of law.

(7) Comply with the restrictions against the disclosure of Confidential Information in Section 9 of this Agreement and cause any other person required to execute similar covenants pursuant to Section 9 also to comply with such covenants.

(8) At Franchisor's option, assign to Franchisor all rights to the telephone numbers of the Business and any related online or print listings and execute all forms and documents required by Franchisor and any third party provider at any time to transfer such service and numbers to Franchisor. Franchisee shall thereafter use different telephone numbers at or in connection with any subsequent business conducted by Franchisee.

(9) Add Franchisor as an owner to all online business profiles, social media profiles, and all other online listings.

(10) Immediately close any and all supplier and other vendor accounts related to the franchise business.

(11) Acknowledge that certain subscriptions which were formerly paid for by the Franchisor and for which historical data may still be needed will be transferred to the Former Franchisee, including but not limited to QuickBooks. The Former Franchisee may elect to continue or discontinue such subscriptions but will be responsible for ongoing fees until discontinued.

(12) Acknowledge that access will be lost to certain subscriptions paid for by Franchisor and that historical data will only be available for a limited time, including but not limited to Microsoft applications.

(13) Acknowledge that the post-termination covenants not to compete or solicit found in the Franchise Agreement are still in effect.

(14) Agree that no slander, libel, or any other damaging speech, be it written, electronic, or verbal, will be made against the Franchisor in perpetuity, and failure to abide by such may lead to appropriate action.

B. Assignment of Franchisor Rights. Franchisor shall be entitled to assign any and all of its options in this Section 16 to any other party, without the consent of Franchisee.

## 17. MISCELLANEOUS

A. Notices. Any and all notices required or permitted under this Agreement shall be in writing and shall be personally delivered or mailed by expedited delivery service or certified or registered mail, return receipt requested, first-class postage prepaid to the respective parties at the addresses set forth below unless and until a different address has been designated by written notice to the other party. Any notice shall be deemed to have been given (whether or not delivery is accepted) at the time of personal delivery or, in the case of expedited delivery service on the next Business Day, or, in the case of registered or certified mail, three (3) Business Days after the date and time of mailing.

Notices to Franchisor:	Made in the Shade Blinds and More LLC 2523 Boardwalk St. San Antonio, Texas 78217 Attention: CEO Telephone: 1-800-764-3521
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Notices to Franchisee and the Principals:	At the Office Address listed in Schedule 3 or the last address on file with Franchisor
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B. Entire Agreement. This Agreement, the documents referred to herein, and the Schedules hereto, constitute the entire, full, and complete agreement between Franchisor and Franchisee and the Principals concerning the subject matter hereof and except for any disclosures made in our Franchise Disclosure Document, shall supersede all prior related agreements. Except for those permitted to be made unilaterally by Franchisor hereunder, no amendment, change or variance from this Agreement shall be binding on either party unless mutually agreed to by the parties and executed by their authorized officers or agents in writing.

C. No Waiver. No delay, waiver, omission or forbearance on the part of Franchisor to exercise any right, option, duty or power arising out of any breach or default by Franchisee or the Principals under this Agreement shall constitute a waiver by Franchisor to enforce any such right, option, duty or power against Franchisee or the Principals, or as to a subsequent breach or default by Franchisee or the Principals.

D. Choice of Law. This Agreement is effective upon its acceptance in Texas by our authorized officer. Except as to claims governed by federal law, Texas law governs all claims that in any way relate to or arise out of this Agreement or any of the dealings of the parties ("Claims"). However, no laws regulating the sale of franchises or governing the relationship between franchisor and franchisee shall apply unless the jurisdictional requirements of such laws are met independently of this paragraph.

E. Jurisdiction and Venue. You and we agree that venue and jurisdiction for any Claims, except those required to be submitted to arbitration, shall be proper solely in the state and federal court nearest to our corporate headquarters, presently located in San Antonio, Texas.

F. Jury Waiver. In any trial between any of the parties as to any Claims, you and we agree to waive our rights to a jury trial and instead have such action tried by a judge.

G. Class Action Waiver. You agree to bring any Claims, if at all, individually and you shall not join such claim with claims of any other person or entity or bring, join or participate in a class action against us.

H. Punitive Damages Waiver. As to any Claims, you and we agree to waive our rights, if any, to seek or recover punitive damages.



I. Limitation of Actions. You agree to bring any Claims against us, if at all, within one (1) year of the occurrence of the facts giving rise to such Claims, and that any action not brought within this period shall be barred as a claim, counterclaim, defense, or set-off.

J. Prior Notice of Claims. As a condition precedent to commencing an action for a Claim, you must notify us within thirty (30) days after the occurrence of the violation or breach, and failure to timely give such notice shall preclude any claim for damages.

K. Internal Dispute Resolution. You must first bring any Claim to our CEO, after providing notice as set forth in Section 19.7 above. You must exhaust this internal dispute resolution procedure before you may bring your Claim before a third party.

L. Mediation and Arbitration. Before you may bring any Claim against us, you agree to try for a period of 60 days to mediate such claim before a mutually agreed to mediator in the city or county where our headquarters are located. If we can not mutually agree on a mediator, you and we agree to use the mediation services of the American Arbitration Association (“AAA”), and split any AAA and mediator fees equally.

If mediation is unsuccessful and you decide to pursue a legal claim against us, you agree to bring such claim solely in binding arbitration conducted in the city or county where our headquarters is located, in accordance with the Commercial Arbitration Rules of the American Arbitration Association then in effect. The proceedings will be held by a single arbitrator. The decision of the arbitrator will be final and binding upon the parties. Judgment upon the award rendered by the arbitrator may be entered in any court having personal and subject matter jurisdiction.

M. Waiver of bond. You agree that if we are forced to bring suit to enforce any provision of this Agreement, you agree to waive any requirement that we post bond to obtain a temporary, preliminary, or permanent injunction to enforce these duties.

N. Attorney Fees. If we are the substantially prevailing party as to any Claims, you agree to reimburse our costs and attorney fees incurred in pursuing or defending the Claims.

O. Third Party Beneficiaries. Our officers, directors, members, shareholders, agents, and employees are express third party beneficiaries of the terms of Sections 17.D – Q. of this Agreement.

P. Survival. All of the covenants contained in this Agreement that may require performance after the termination or expirations of this Agreement will survive any termination or expiration of this Agreement.

Q. Severability Clause. If any covenant or provision in this Agreement is determined to be void or unenforceable, in whole or in part, it shall be deemed severed and removed from this Agreement and shall not affect or impair the validity of any other covenant or provision of this Agreement.

R. Death or Disability. In the event of your death or incapacity, you, or your estate, as the case may be, must actively begin the process to seek a transfer of your rights under this Agreement within 30 days and must complete the transfer within 3 months of your death or incapacity. If you or your estate fails in either respect, then we may terminate this Agreement. The new Franchisee must pay the transfer fee specified above, meet our qualifications, complete initial training, and enter into a new Franchise Agreement. And we are entitled to reimbursement from you or your estate for any reasonable expenses incurred continuing Services from the date of your death or incapacity until transfer or termination. The term “incapacity” means a condition that prevents you from reasonably carrying out your duties under this Agreement.

S. No Third-Party Beneficiary. Except as expressly provided to the contrary above, nothing in this Agreement is intended, nor shall be deemed, to confer upon any person or legal entity other than Franchisee, Franchisor, Franchisor's officers, directors and personnel and such of Franchisee's and Franchisor's respective successors and assigns as may be contemplated (and, as to Franchisee, authorized by Section 12), any rights or remedies under or as a result of this Agreement.

T. Further Assurances. The parties will promptly execute and deliver such further documents and take such further action as may be necessary in order to effectively carry out the intent and purposes of this Agreement.

U. Agreement Effective Upon Execution by Franchisor. This Agreement shall not become effective until signed by an authorized representative of Franchisor.

*-- Signature Page to Follow --*

IN WITNESS WHEREOF, each of the parties hereto has caused this Agreement to be executed by its duly authorized representative.

**FRANCHISOR:**

Made in the Shade Blinds and More LLC

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**FRANCHISEE:**

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

## **SCHEDULE 1**

### **PRINCIPALS' GUARANTY AND ASSUMPTION AGREEMENT**

This Guaranty and Assumption Agreement ("Guaranty") is effective as of \_\_\_\_\_,  
in consideration of, and as an inducement to Made in the Shade Blinds and More LLC ("Franchisor")  
to enter into that certain Franchise Agreement dated \_\_\_\_\_ (the "Agreement") with  
\_\_\_\_\_ ("Franchisee").

Each of the undersigned and any other parties who sign counterparts of this Guaranty (referred to herein individually as a "Guarantor" and collectively as "Guarantors") are Principals (as defined in the Agreement) of Franchisee and will receive material benefit from the execution of the Agreement by Franchisor.

Each Guarantor hereby personally and unconditionally guarantees to Franchisor and its successors and assigns, that Franchisee will punctually perform its obligations and pay all amounts due under the Agreement, including, without limitation, amounts due for initial franchise fees, other fees, and purchases of equipment, materials, and supplies.

Each Guarantor waives:

- (i) acceptance and notice of acceptance by Franchisor of the foregoing undertakings; and
- (ii) notice of demand for payment of any indebtedness or nonperformance of any obligations hereby guaranteed; and
- (iii) protest and notice of default to any party with respect to the indebtedness or nonperformance of any obligations hereby guaranteed; and
- (iv) any right he or she may have to require that an action be brought against Franchisee or any other person as a condition of liability; and
- (v) all rights to payments and claims for reimbursement or subrogation which he or she may have against Franchisee arising as a result of his or her execution of and performance under this Guaranty; and
- (vi) any and all other notices and legal or equitable defenses to which he or she may be entitled.

Each Guarantor consents and agrees that:

- (a) his or her direct and immediate liability under this Guaranty will be joint and several not only with Franchisee, but also among the Guarantors; and
- (b) he or she will render any payment or performance required under the Agreement upon demand if Franchisee fails or refuses punctually to do so; and
- (c) such liability will not be contingent or conditioned upon pursuit by Franchisor of any remedies against Franchisee or any other person; and

- (d) such liability will not be diminished, relieved or otherwise affected by any subsequent rider or amendment to the Agreement or by any extension of time, credit or other indulgence that Franchisor may from time to time grant to Franchisee or to any other person, including, without limitation, the acceptance of any partial payment or performance, or the compromise or release of any claims, none of which will in any way modify or amend this Guaranty, which will be continuing and irrevocable throughout the term of the Agreement and for so long thereafter as there are any monies or obligations owing by Franchisee to Franchisor under the Agreement; and
- (e) Franchisee's written acknowledgment, accepted in writing by us, or the judgment of any court or arbitration panel of competent jurisdiction establishing the amount due from Franchisee will be conclusive and binding on the undersigned as Guarantors.

Each Guarantor also makes all of the covenants, representations, warranties and agreements of the Principals set forth in the Franchise Agreement and is obligated to perform thereunder, including, without limitation, under Sections 5, 6, 9, 12, 13, 16, 17.F., G., H., J., K., and L.

If Franchisor is required to enforce this Guaranty in an administrative, judicial or arbitration proceeding, and prevail in such proceeding, Franchisor will be entitled to reimbursement of Franchisor's costs and expenses, including, but not limited to, legal and accounting fees and costs, administrative, arbitrators' and expert witness fees, costs of investigation and proof of facts, court costs, other expenses of an administrative, judicial or arbitration proceeding and travel and living expenses, whether incurred prior to, in preparation for or in contemplation of the filing of any such proceeding. If Franchisor is required to engage legal counsel in connection with any failure by the undersigned to comply with this Guaranty, the Guarantors will reimburse Franchisor for any of the above-listed costs and expenses incurred by Franchisor.

**IN WITNESS WHEREOF**, each Guarantor has hereunto affixed his signature on the same day and year as the Agreement was executed.

#### PRINCIPALS

\_\_\_\_\_

\*Name: \_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_

\* \_\_\_\_\_  
Denotes individual who is Franchisee's Operating Principal

**SCHEDULE 21**

**[RESERVED]**

### SCHEDULE 3

**SELECTED TERMS:  
INITIAL FRANCHISE FEE, DEPOSIT, TERRITORY,  
OFFICE LOCATION, AND OPENING DATE**

1. INITIAL FRANCHISE FEE: US \$
2. DEPOSIT: US \$
3. REMAINING / FINANCED: US \$
4. OPENING DATE: \_\_\_\_\_
5. TERRITORY ID: \_\_\_\_\_
6. DBA NAME: Made in the Shade
7. OFFICE ADDRESS: \_\_\_\_\_
8. TERRITORY / TERRITORIES (zip or postal codes):

**\*\*Please thoroughly review the list below for accuracy\*\***

**SCHEDULE 4**

**STATEMENT OF OWNERSHIP INTERESTS AND MANAGEMENT INFORMATION**

1. The following is a list of all shareholders, partners, members or other investors owning a direct or indirect interest in Franchisee, and a description of the nature of their interest:

NAME	OWNERSHIP INTEREST IN FRANCHISEE	NATURE OF INTEREST

2. Franchisee’s Operating Principal is: \_\_\_\_\_



## **SCHEDULE 5**

### **DEFINITIONS**

An “affiliate” of a named person is any person or entity that is controlled by, controlling or under common control with such named person.

“Agreement Year” means each twelve (12) month period during the term of this Agreement, beginning on the Opening Date and continuing until the expiration or termination of this Agreement and any renewal franchise agreements. For the avoidance of doubt, the waiver of the Minimum Performance Standard in the first Agreement Year does not include the first Agreement Year in any renewal franchise agreement. Any lapse or delay in the renewal of a franchise agreement shall not affect the inclusion of such period in the calculation of performance metrics, financial reporting, or other obligations under this Agreement. For purposes of all reporting and calculations, the franchise shall be treated as continuously operating through the delayed renewal period.

“Approved Products List” means the list of items approved by Franchisor for sale in the MITS Business and which Franchisee is required to offer for sale in the Business. Franchisor will update the Approved Products List from time to time and provide Franchisee with the updated list. The Approved Products List shall and any updates thereto shall be deemed to be part of the Manual for all purposes.

“Business” or “MITS Business” means the business operated by Franchisee in the Territory pursuant to this Agreement.

“Business Day” means each day other than a Saturday, Sunday, U.S. holidays or any other day on which the Federal Reserve is not open for business in the United States.

“Computer System” means the computer hardware and software that Franchisor may designate from time to time for use in the operation of MITS Businesses.

“Confidential Information” means our information or data (oral, written, electronic or otherwise), including, without limitation, a trade secret, that is valuable and not generally known or readily available to third parties obtained by you from us during the term of the Franchise Agreement. The Confidential Information of ours includes all intellectual property associated with our Franchise system, all other materials relating to our Franchise system that are not a matter of public record, and all information generated during the performance of the Franchise Agreement.

“Controlling Interest” means (a) if Franchisee is a corporation, that the Principals, either individually or cumulatively, (i) directly or indirectly own at least fifty-one percent (51%) of the shares of each class of Franchisee’s issued and outstanding capital stock and (ii) be entitled, under its governing documents and under any agreements among the shareholders, to cast a sufficient number of votes to require such corporation to take or omit to take any action which such corporation is required to take or omit to take under this Agreement, or (b) if Franchisee is a partnership, that the Principals (i) own at least fifty-one percent (51%) interest in the operating profits and operating losses of the partnership as well as at least fifty-one percent (51%) ownership interest in the partnership (and at least fifty-one percent (51%) interest in the shares of each class of capital stock of any corporate general partner) and (ii) be entitled under its partnership agreement or applicable law to act on behalf of the partnership without the approval or consent of any other partner or be able to cast a sufficient number of votes to require the partnership to take or omit to take any action which the partnership is required to take or omit to take under this Agreement.

“Franchisee’s Principals” shall include, collectively and individually, all officers and directors of Franchisee (including the officers and directors of any general partner of Franchisee) whom Franchisor designates as Franchisee’s Principals, and all holders of an ownership interest in Franchisee and of any entity directly or indirectly controlling Franchisee.

“Franchisee’s Principals’ Family Members” shall include a Principal’s spouse, son, daughter, stepchild, foster child, adopted child, or a descendant, son-in-law, daughter-in-law, siblings or step-siblings, brother-in-law, sister-in-law, father-in-law, mother-in-law, father or mother or ancestor of either stepmother, stepfather, aunt, uncle, or their spouse, niece, nephew, or their spouse, first cousin or their spouse.

“Manual” or “Manuals” means Franchisor’s confidential operations manual, which may consist of one or more manuals, containing Franchisor’s mandatory and suggested standards, specifications and operating procedures relating to the development and operation of MITS Businesses and Franchisee’s obligations under this Agreement. The term also includes alternative or supplemental means of communicating information to Franchisee, including bulletins and electronic communications.

“Manufacturer Product Purchases” means the total Product purchase price paid by Franchisee to designated Product suppliers, excluding: delivery fees; service fees; sales, use, merchants’ or other taxes measured on the basis of the gross sales of the MITS Business imposed by governmental authorities directly on sales or use and collected from customers; and cash refunds and credits. Gross sales means all monies received by you (including actual deposits in your bank accounts as well as undeposited cash receipts) from, through, by or on account of the operation of your Franchised Business, whether received in cash, in services or in kind. For the avoidance of doubt, Manufacturer Product Purchases excludes purchases from non-designated Product suppliers.

“Opening Date” means the date the MITS Business opens to the public for business, and is generally the start of the month following training.

“Software Programs” means the proprietary or other software programs developed or acquired by or on behalf of Franchisor for use by MITS Businesses.

“Taxes” means any present or future taxes, levies, imposts, duties or other charges of whatsoever nature, including any interest or penalties thereon, imposed by any government or political subdivision of such government on or relating to the operation of the franchised business, the payment of monies, or the exercise of rights granted pursuant to this Agreement, except taxes imposed on or measured by Franchisor’s net income.

“Territory” means the geographic area assigned to Franchisee upon the execution of this Agreement and described on Schedule 3, exclusive of any reserved rights described in Section 1.C., within which Franchisee will be afforded the protections described in Section 1.B. of this Agreement.

## SCHEDULE 6

### SECURED PROMMISSORY NOTE

Amount: US\$ \_\_\_\_\_

Dated: \_\_\_\_\_

FOR VALUE RECEIVED, \_\_\_\_\_ ("Borrower"), promises to pay to the order of Made in the Shade Blinds and More LLC ("Secured Party"), a Texas limited liability company, located at 2523 Boardwalk, San Antonio, Texas 78217, or such other place as the holder of this Secured Promissory Note ("Note") may from time to time designate in writing, the principal sum of:

US\$ \_\_\_\_\_, or so much thereof as may be advanced in lawful money of the United States, with interest accruing on the unpaid principal balance from time to time remaining unpaid prior to maturity as follows:

**1. Payments of Principal and Interest.** The principal and interest of this Note shall be payable as follows:

- a. Interest on this Note shall accrue at the rate of \_\_\_\_\_% per annum; and
- b. Equal monthly installments of principal and interest in the amount of US\$ \_\_\_\_\_, shall be due and payable commencing on:

\_\_\_\_\_, ("Start Date") with a like installment due and payable on the first day of each succeeding month thereafter to maturity. All payments made as scheduled on this Note shall be applied, to the extent thereof, first to accrued but unpaid interest and the balance to unpaid principal.

**2. Maturity.** This Note shall mature (*i.e.*, all outstanding principal, together with all accrued interest which has not been paid, shall be due and payable in full) on the Maturity Date shown below.

Maturity Date: \_\_\_\_\_.

**3. Prepayment.** Provided Borrower is not in default under the terms of this Note, the Security Agreement (as defined below) or any other document evidencing, governing or securing the loan evidenced by this Note (collectively, the "Loan Documents"), Borrower may prepay the principal of this Note in whole or in part, at any time, or from time to time, without penalty or premium, and interest shall immediately cease to accrue on any amount so prepaid.

**4. Partial Payment.** If Secured Party at any time receives or accepts payment from or for the account of Borrower of less than the full amount when due on this Note, such receipt or acceptance shall, unless Secured Party expressly agrees otherwise in writing, be deemed a payment on account only, and shall not cure any default existing by reason of failure to pay the full amount when due, nor preclude the exercise of any remedy of Secured Party including, but not limited to, acceleration of any unmatured portion hereof, or foreclosure on any security.

**5. Security Agreement.** This Note is secured by, among other things, the provisions of a certain Security Agreement (the "Security Agreement") dated of even date herewith, by and between Secured Party and Borrower, as more fully described in the Security Agreement.

**6. Events of Default and Remedies.** At the option of the holder of this Note, the entire unpaid principal balance of, and all accrued interest on, this Note shall immediately become due and payable upon the occurrence at any time of any one or more of the following (herein referred to as an "Event of Default"):

- a) Borrower shall fail to pay the principal of or interest on this Note as and when the same becomes due and payable in accordance with the terms hereof, and such failure shall continue for a period of ten (10) days after receipt of written notice from Secured Party specifying such failure, provided, however, that Secured Party shall be obligated to give only one (1) such notice in any calendar year and, after the giving of such one notice, Secured Party shall be entitled to exercise its remedies upon any subsequent default occurring within such calendar year without any requirement of notice; or
- b) Borrower shall fail to perform any other covenant, condition, obligation or agreement set forth in this Note, the Security Agreement or any other Loan Document, other than as set forth in paragraph 6(a) above.

If an Event of Default shall occur, Secured Party may (a) declare the entire balance of this Note, principal and interest, immediately due and payable; (b) exercise any rights under the Security Agreement or any other right contained in any other Loan Document; and (c) exercise any other remedy provided by law or equity. No remedy referred to herein is intended to be exclusive, but each shall be cumulative, and the exercise or beginning of exercise by Secured Party of any one or more of such remedies should not preclude the simultaneous or later exercise of any or all of such remedies. Any failure of Secured Party to exercise any rights or remedies available to Secured Party if an Event of Default should occur shall not constitute a waiver of Secured Party's right to exercise such rights or remedies in the event of any subsequent Event of Default.

**7. Late Charge.** In the event that Secured Party has not received any installment due under the terms of this note (other than the payments required on the Maturity Date) on or before the date thirty (30) days after the date such installment is due and payable, Maker will be charged, and Maker hereby agrees to pay to Secured Party, a late charge equal to ten (10%) percent of the amount of such installment (which includes principal and interest) then due and payable. Maker shall be obligated to pay no more than one (1) late charge with respect to any installment, and no late charge shall be imposed on the payments due on the Maturity Date, but all amounts outstanding on the Maturity Date shall accrue interest after the Maturity Date as herein provided.

**8. Controlling Agreement.** All agreements between Borrower and Secured Party, whether now existing or hereafter arising and whether written or oral, are hereby limited so that in no contingency or event whatsoever, whether by reason of demand or acceleration of the maturity hereof or otherwise, shall the interest contracted for, charged, received, paid or agreed to be paid to Holder exceed interest computed at the Maximum Rate (as defined below). If, from any circumstance whatsoever, interest would otherwise be payable to Holder in excess of interest computed at the Maximum Rate, the interest payable to Holder shall be reduced to interest computed at the Maximum Rate; and if from any circumstance Holder shall ever receive anything of value deemed interest by applicable law in excess of interest computed at the Maximum Rate, an amount equal to any excessive interest shall be applied to the reduction of the principal hereof and not to the payment of interest, or if such excessive interest exceeds the unpaid balance of principal hereof, such excess shall be refunded to the Borrower. All

interest paid or agreed to be paid to Secured Party shall, to the extent permitted by applicable law, be amortized, prorated, allocated, and spread throughout the full period until payment in full of the principal (including the period of any renewal or extension hereof) so that the interest hereon for such full period shall not exceed interest computed at the Maximum Rate. This section shall control all agreements between Borrower and Secured Party. The term "Maximum Rate" shall mean the highest lawful rate of interest applicable to the loan transaction evidenced by this Note taking into account whichever of applicable federal law or Texas law permits the higher rate of interest, and after also taking into consideration all compensation deemed interest under applicable law.

- 9. Waiver.** Except as expressly otherwise provided for herein, Borrower and all other parties now or hereafter liable or responsible for the payment of this Note, whether as endorser, guarantor, surety or otherwise, severally waive demand, presentment, presentment for payment, notice of intent to demand, notice of nonpayment, notice of dishonor, diligence in collecting, grace, notice (including notice of intent to accelerate and notice of acceleration) and protest and consent to all renewals and extensions that from time to time may be granted by the holder of this Note and to all partial payments herein, whether before or after maturity. Borrower hereby further agrees that no act or omission of Secured Party with reference to any property securing or intended to secure this Note, including but not limited to failure to file or perfect any lien or security interest, shall release the absolute obligation of Borrower and each such endorser, guarantor or surety to pay this Note as and when due.
- 10. Cumulative Rights.** No delay on the part of Secured Party or other holder of this Note in the exercise of any power or right under this Note, under the Security Agreement, or under any other Loan Document, shall operate as a waiver thereof, nor shall a single or partial exercise of any power or right preclude other or further exercise thereof or exercise of any other power or right. Enforcement by Secured Party or other holder of this Note of any security for the payment hereof shall not constitute any election by it of remedies so as to preclude the exercise of any other remedy available to it.
- 11. Attorneys' Fees and Costs.** If this Note or any installment or part hereof is not paid when due and the same is placed in the hands of an attorney for collection, or if this Note is collected by suit or through bankruptcy, probate or other proceedings, Borrower agrees to pay the reasonable attorneys' fees of the holder of this Note, together with all actual expenses of collection and litigation and costs of court incurred by the holder of this Note.
- 12. Notices.** Any notice or demand required or to be given hereunder shall be in writing, and shall be deemed to have been given and received when deposited in a post office or official depository of the United States Postal Service, sent by certified mail, postage prepaid, return receipt requested, addressed as follows:

If to Borrower: Name(s): \_\_\_\_\_

Address: \_\_\_\_\_

If to Secured Party:                      Made in the Shade Blinds and More LLC  
2523 Boardwalk  
San Antonio, Texas 78217  
Attn: Josh Morse, Managing Member

The addresses or addresses set forth in this Note may be changed by any party by giving notice of such change to the other party in the manner provided herein for giving notice.

- 13. Severability.** In case any of the provisions of this Note shall for any reason be held to be invalid, illegal or unenforceable, such invalidity, illegality or unenforceability shall not affect any other provision hereof and this Note shall be construed as if such invalid, illegal or unenforceable provision had never been contained herein.
- 14. GOVERNING LAW.** THIS NOTE SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF TEXAS AND THE LAWS OF THE UNITED STATES APPLICABLE TO TRANSACTIONS IN TEXAS.
- 15. JURISDICTION AND VENUE.** ALL ACTS CONTEMPLATED BY THIS NOTE SHALL BE PERFORMABLE IN BEXAR COUNTY, TEXAS, AND ALL SUMS PAYABLE UNDER THIS NOTE SHALL BE PAYABLE IN BEXAR COUNTY, TEXAS. BORROWER HEREBY CONFIRMS AND AGREES THAT ALL LEGAL ACTIONS INVOLVING THE VALIDITY OR ENFORCEMENT OF THIS NOTE SHALL HAVE JURISDICTION AND VENUE IN BEXAR COUNTY, TEXAS.
- 16. Headings.** The headings of the paragraphs of this Note are inserted for convenience only and shall not be deemed to constitute a part hereof.
- 17. Successors and Assigns.** This Note and all of the covenants, promises and agreements contained herein shall be binding upon and shall inure to the benefit of Borrower and Secured Party and their respective executors, administrators, successors and assigns.
- 18. FINAL AGREEMENT.** THIS NOTE AND THE OTHER LOAN DOCUMENTS EXECUTED IN CONNECTION WITH THE DISBURSEMENT OF FUNDS EVIDENCED BY THIS NOTE, REPRESENT THE FINAL AGREEMENT BETWEEN THE PARTIES AND MAY NOT BE CONTRADICTED BY EVIDENCE OF PRIOR, CONTEMPORANEOUS OR SUBSEQUENT ORAL AGREEMENTS OF THE PARTIES. THERE ARE NO UNWRITTEN ORAL AGREEMENTS BETWEEN THE PARTIES.

*-Signature Page to Follow-*

**BORROWER:**

\_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

**SECURED PARTY:**

Made in the Shade Blinds and More LLC,  
a Texas limited liability company

By: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

## SCHEDULE 7

### SECURITY AGREEMENT

This Security Agreement ("Security Agreement") is made effective on \_\_\_\_\_, between \_\_\_\_\_ ("Borrower") and

Made in the Shade Blinds and More LLC, a Texas limited liability company. ("Secured Party").

The Parties to this Agreement agree to the following:

- 1. Creation of Security Interest.** The Secured Party shall secure the payment and performance of the Secured Promissory Note ("Note") dated of even date herewith and the payment and performance of all other liabilities and obligations of Borrower to Secured Party of every kind and description, direct or indirect, absolute or contingent, due or to become due now existing or hereafter arising.

In addition, Borrower hereby grants to Secured Party a security interest in the Collateral described in Paragraph 2 to secure the performance or payment of the Obligations of Borrower to Secured Party under Paragraph 4.

- 2. Collateral.** The Collateral of this Security Agreement is as follows:

- a. Cash and Cash Equivalents – all present and future monies, deposits, deposit accounts of Borrower now or hereafter held or received by or in transit to any depository or other institution from or for the account of Borrower whether for safekeeping, pledge, custody, transmission, collection or otherwise.
- b. Investments – all present and future stocks, bonds, funds and other securities of Borrower now or hereafter held or received by or in transit to any depository or other institution from or for the account of Borrower whether for safekeeping, pledge, custody, transmission, collection or otherwise.
- c. Accounts Receivable – all present and future rights of Borrower to payment for goods sold or for services rendered which are not evidenced by instruments or chattel paper, and whether or not earned by performance.
- d. Inventory – all present and future rights of Borrower in goods, materials, and other property that are held for sale or lease, or that are used or consumed in the Borrower's operations.
- e. Equipment – all of Borrower's now owned and hereafter acquired equipment, machinery, computers and computer hardware and software (whether owned or licensed), vehicles, tools, furniture, fixtures, all attachments, accessions and property now or hereafter affixed thereto or used in connection therewith, and substitutions and replacements thereof, wherever located.
- f. Contract Rights – all present and future contract rights, general intangibles (including tax and duty refunds, registered and unregistered patents, franchises, licenses, trademarks, service marks, copyrights, trade names, applications for the foregoing, trade secrets, goodwill, processes, drawings, blueprints, customer lists, licenses, whether as franchisor or franchisee, choses in



action and other claims and existing and future leasehold interests in equipment, real estate and fixtures),

- g. Records – all of the Borrower’s present and future books of account of every kind or nature, purchase and sale agreements, invoices, ledger cards, bills of lading and other shipping evidence, statements, correspondence, memoranda, credit files and other data relating to the Collateral or any account debtor, together with the data and software storage media and devices, file cabinets or containers in or on which the foregoing are stored (including any rights of Borrower with respect to the foregoing maintained with or by any other person).
- h. Other assets such as chattel paper, documents, instruments, letters of credit, bankers’ acceptances and guaranties.
- i. All present and future liens, security interest, rights, remedies, title and interest in, to and in respect the Collateral.

**3. Security Interest.** Borrower grants to Secured Party a security interest in the Collateral as described in Paragraph 2 now or hereafter placed upon premises located at:

\_\_\_\_\_, or used in connection therewith and in which Borrower now has or hereafter acquires any right and the proceeds wherefrom. Borrower also assigns to Secured Party a security interest in any other rights or interests in which Borrower now has or hereafter acquires.

- 4. Warrants and Covenants.** Borrower hereby warrants and covenants that Borrower shall pay to Secured Party the sum or sums evidenced by the promissory note or notes executed pursuant to this Security Agreement in accordance with the terms of the note or notes. The collateral will not be removed from the Premises other than in the ordinary course of business. Borrower will immediately notify Secured Party in writing of any change in Borrower's address. The Borrower will not sell, dispose, or otherwise transfer the collateral or any interest therein without the prior written consent of Secured Party, and the Borrower shall keep the collateral free from unpaid charges, taxes, and liens. Borrower shall maintain insurance at all times with respect to all collateral against risks of fire, theft, and other such risks and in such amounts as Secured Party may require. The Borrower shall make all repairs, replacements, additions, and improvements necessary to maintain any Collateral in good working order and condition. Borrower shall, upon Secured Party’s request, at Borrower’s expense, no more than once in any twelve (12) month period, but at any time or times as Secured Party may request on or after an event of default described in Section 5, deliver or cause to be delivered to Secured Party written reports or appraisals as to the Collateral, in scope and methodology acceptable to Secured Party and by an appraiser acceptable to Secured Party, addressed to Secured Party upon which Secured Party is expressly permitted to rely.
- 5. Default.** The Borrower shall be in default under this Agreement upon any non-compliance with or non-performance of the Borrower's obligations under this Agreement. Upon default and at any time thereafter, Secured Party may declare all obligations secured hereby immediately due and payable and shall have the remedies of a Secured Party under the law.
- 6. Waiver.** No waiver by Secured Party of any default shall operate as a waiver of any other default or of the same default on a future occasion.

7. **Notices.** Any notices required to be given under this Agreement by either party to the other may be effected by personal delivery in writing or by registered or certified mail, postage prepaid, return receipt requested. A notice shall be deemed communicated as of the time of delivery if personally delivered, or as of the time of mailing.

The address of the Borrower for the purpose of receiving notice shall be:

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The address of the Secured Party for the purpose of receiving notice shall be:

Made in the Shade Blinds and More LLC, Attn: Legal, 2523 Boardwalk St, San Antonio, TX 78217

Either party may change its address for the purpose of receiving notice by giving the other party written notice of the change.

8. **Governing Law.** This Agreement shall be construed under and in accordance with the laws of Texas and all obligations of the parties created under this Agreement are performable in Texas.
9. **Parties Bound.** This Agreement shall be binding on and inure to the benefit of the parties to this Agreement and their respective heirs, executors, administrators, legal representatives, successors and assigns as permitted by this Agreement.
10. **Legal Construction.** In the event, any one or more of the provisions contained in this Agreement shall for any reason be held invalid, illegal, or unenforceable in any respect, that invalidity, illegality, or unenforceability shall not affect any other provision. This Agreement shall be construed as if the invalid, illegal, or unenforceable provision had never been contained in it.
11. **Prior Agreements Superseded.** This Agreement constitutes the sole and only agreement of the parties and supersedes any prior understandings or written or oral agreements between the parties respecting the subject matter of this Agreement.
12. **Amendments.** This Agreement may be amended by the parties only by a written agreement.
13. **Attorney's Fees.** If any action at law or in equity is brought to enforce or interpret the provisions of this Agreement, the prevailing party will be entitled to reasonable attorneys' fees in addition to any other relief to which that party may be entitled.

*-Signature Page to Follow-*

**BORROWER:**

\_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

**SECURED PARTY:**

Made in the Shade Blinds and More LLC,  
a Texas limited liability company

By: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

**SCHEDULE 8**

**STATE ADDENDA TO THE FRANCHISE AGREEMENT**

**CALIFORNIA ADDENDUM  
TO THE FRANCHISE AGREEMENT**

If any of the terms of the Franchise Agreement are inconsistent with the terms below, the terms below control.

1. Sections 15 is deleted and in its place is substituted the following:

**15.A. Termination by Us Without Right to Cure.** We may terminate this Agreement without notice and the opportunity to cure for any of the following reasons:

(a) The franchisee or the business to which the franchise relates has been judicially determined to be insolvent, all or a substantial part of the assets thereof are assigned to or for the benefit of any creditor, or the franchisee admits his or her inability to pay his or her debts as they come due;

(b) The franchisee abandons the franchise by failing to operate the business for five consecutive days during which the franchisee is required to operate the business under the terms of the franchise, or any shorter period after which it is not unreasonable under the facts and circumstances for the franchisor to conclude that the franchisee does not intend to continue to operate the franchise, unless such failure to operate is due to fire, flood, earthquake, or other similar causes beyond the franchisee's control;

(c) The franchisor and franchisee agree in writing to terminate the franchise;

(d) The franchisee makes any material misrepresentations relating to the acquisition of the franchise business or the franchisee engages in conduct which reflects materially and unfavorably upon the operation and reputation of the franchise business or system;

(e) The franchisee fails, for a period of 10 days after notification of noncompliance, to comply with any federal, state, or local law or regulation, including, but not limited to, all health, safety, building, and labor laws or regulations applicable to the operation of the franchise;

(f) The franchisee, after curing any failure in accordance with Section 15(A) engages in the same noncompliance whether or not such noncompliance is corrected after notice;

(g) The franchisee breaches the franchise agreement three or more times in a 12-month period, whether or not corrected after notice;

(h) The franchised business or business premises of the franchise are seized, taken over, or foreclosed by a government official in the exercise of his or her duties, or seized, taken over, or foreclosed by a creditor, lienholder, or lessor, provided that a final judgment against the franchisee remains unsatisfied for 30 days (unless a supersedeas or other appeal bond has been filed); or a levy of execution has been made upon the license granted by the franchise agreement or upon any property used in the franchised business, and it is not discharged within five days of such levy;

(i) The franchisee is convicted of a felony or any other criminal misconduct which is relevant to the operation of the franchise;

(j) The franchisee fails to pay any franchise fees or other amounts due to the franchisor or its affiliate within five days after receiving written notice that such fees are overdue; or

(k) The franchisor makes a reasonable determination that continued operation of the franchise by the franchisee will result in an imminent danger to public health or safety.

**15.B. Termination by Us with Opportunity to Cure.** We may terminate this Agreement, after sending you notice and a 60 day opportunity to cure, for any other breach of this Agreement.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

For franchisees operating outlets located in California, the California Franchise Investment Law and the California Franchise Relations Act will apply regardless of the choice of law or dispute resolution venue stated elsewhere. Any language in the Franchise Agreement or any amendment thereto or any agreement to the contrary is superseded by this condition.

The franchise agreement contains a covenant not to compete which extends beyond the termination of the franchise. A contract that restrains a former franchisee from engaging in a lawful trade or business is to that extent void under California Business and Professions Code Section 16600.

FRANCHISEE:

Made in the Shade Blinds and More LLC

By: \_\_\_\_\_

By: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

**ILLINOIS ADDENDUM  
TO THE FRANCHISE AGREEMENT**

If any of the terms of the Franchise Agreement are inconsistent with the terms below, the terms below control.

1. Illinois law governs the Franchise Agreement.
2. In conformance with Section 4 of the Illinois Franchise Disclosure Act, any provision in a franchise agreement that designates jurisdiction and venue in a forum outside of the State of Illinois is void. However, a franchise agreement may provide for arbitration to take place outside of Illinois. In that respect, you agree to bring any claim against us, including our present and former employees and agents, which in any way relates to or arises out of this Agreement, or any of the dealings of the parties hereto, solely in arbitration before the American Arbitration Association in the city or county where our National Headquarters office is located.
3. In conformance with Section 41 of the Illinois Franchise Disclosure Act, any condition, stipulation, or provision of the Franchise Agreement purporting to bind you to waive compliance with any provision of the Illinois Franchise Disclosure Act or any other law of the State of Illinois is void.
4. The conditions under which your Franchise Agreement can be terminated and your rights upon nonrenewal may be affected by Sections 19 and 20 of the Illinois Franchise Disclosure Act.
5. No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.
6. The Franchise Agreement is modified to also provide that we defer collection of all initial fees until we have satisfied our pre-opening obligations to you and you have commenced doing business under the Franchise Agreement. The Illinois Attorney General's Office imposed this deferral requirement due to our financial condition.

FRANCHISEE:

Made in the Shade Blinds and More LLC

By: \_\_\_\_\_

By: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

**MARYLAND ADDENDUM  
TO THE FRANCHISE AGREEMENT**

If any of the terms of the Franchise Agreement are inconsistent with the terms below, the terms below control.

1. Any claims arising under the Maryland Franchise Registration and Disclosure Law must be brought within 3 years after the grant of the franchise.

2. This franchise agreement provides that disputes are resolved through arbitration. A Maryland franchise regulation states that it is an unfair or deceptive practice to require a franchisee to waive its right to file a lawsuit in Maryland claiming a violation of the Maryland Franchise Law. In light of the Federal Arbitration Act, there is some dispute as to whether this forum selection requirement is legally enforceable.

3. A general release required as a condition of renewal, sale, and/or assignment/transfer shall not apply to any liability under the Maryland Franchise Registration and Disclosure Law.

4. All representations requiring prospective franchisees to assent to a release, estoppel or waiver of liability are not intended to nor shall they act as a release, estoppel or waiver of any liability incurred under the Maryland Franchise Registration and Disclosure Law.

5. No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

6. Initial Fee Deferral. The Franchise Agreement is amended to also provide: "Based upon the franchisor's financial condition, the Maryland Securities Commissioner has required a financial assurance. Therefore, all initial fees and payments owed by franchisees shall be deferred until the franchisor completes its pre-opening obligations under the franchise agreement."

FRANCHISEE:

Made in the Shade Blinds and More LLC

By: \_\_\_\_\_

By: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_



**MINNESOTA ADDENDUM  
TO THE FRANCHISE AGREEMENT**

If any of the terms of the Franchise Agreement are inconsistent with the terms below, the terms below control.

- Minn. Stat. §80C.21 and Minn. Rule 2860.4400(J) prohibit the franchisor from requiring litigation to be conducted outside Minnesota, requiring waiver of a jury trial, or requiring the franchisee to consent to liquidated damages, termination penalties or judgment notes. In addition, nothing in the Franchise Disclosure Document or agreements can abrogate or reduce (1) any of the franchisee's rights as provided for in Minnesota Statutes, Chapter 80C, or (2) franchisee's rights to any procedure, forum, or remedies provided for by the laws of the jurisdiction.
- With respect to franchises governed by Minnesota law, the franchisor will comply with Minn. Stat. Sec. 80C.14 Subds. 3, 4, and 5 which require (except in certain specified cases), that a franchisee be given 90 days' notice of termination (with 60 days to cure) and 180 days' notice for non-renewal of the franchise agreement and that consent to the transfer of the franchise will not be unreasonably withheld.
- The franchisor will protect the franchisee's rights to use the trademarks, service marks, trade names, logotypes or other commercial symbols or indemnify the franchisee from any loss, costs or expenses arising out of any claim, suit or demand regarding the use of the name.
- Minnesota considers it unfair to not protect the franchisee's right to use the trademarks. Refer to Minnesota Statutes 80C.12, Subd. 1(g).
- Minnesota Rules 2860.4400(D) prohibits a franchisor from requiring a franchisee to assent to a general release.
- The franchisee cannot consent to the franchisor obtaining injunctive relief. The franchisor may seek injunctive relief. See Minn. Rules 2860.4400J.

Also, a court will determine if a bond is required.

Any Limitations of Claims section must comply with Minnesota Statutes, Section 80C.17, Subd. 5.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

FRANCHISEE:

Made in the Shade Blinds and More LLC

By:\_\_\_\_\_

By:\_\_\_\_\_

Date:\_\_\_\_\_

Date:\_\_\_\_\_

**NORTH DAKOTA ADDENDUM  
TO THE FRANCHISE AGREEMENT**

If any of the terms of the Franchise Agreement are inconsistent with the terms below, the terms below control.

1. You are not required to sign a general release upon renewal of the franchise agreement.
2. The franchise agreement is amended to also provide as follows:

“Covenants not to compete are generally considered unenforceable in the State of North Dakota.”

3. The provisions concerning choice of law, jurisdiction and venue, jury waiver, and waiver of punitive damages are hereby deleted and in their place is substituted the following language:

“You agree to bring any claim against us, including our present and former employees, agents, and affiliates, which in any way relates to or arises out of this Agreement, or any of the dealings of the parties hereto, solely in arbitration before the American Arbitration Association.”

4. North Dakota law governs any cause of action arising out of the franchise agreement.
5. Any requirement in the Franchise Agreement that requires you to pay all costs and expenses incurred by us in enforcing the agreement is void. Instead, the prevailing party in any enforcement action is entitled to recover all costs and expenses including attorney's fees.

FRANCHISEE:

Made in the Shade Blinds and More LLC

By:\_\_\_\_\_

By:\_\_\_\_\_

Date:\_\_\_\_\_

Date:\_\_\_\_\_

**RHODE ISLAND ADDENDUM  
TO THE FRANCHISE AGREEMENT**

If any of the terms of the Franchise Agreement are inconsistent with the terms below, the terms below control.

1. If the franchise agreement contains any provisions that conflict with the Rhode Island Franchise Investment Act, the provisions of this Addendum shall prevail to the extent of such conflict.

2. Any provision in the franchise agreement restricting jurisdiction or venue to a forum outside of Rhode Island is void with respect to a claim otherwise enforceable under the Rhode Island Franchise Investment Act.

3. Any provision in the franchise agreement requiring the application of the laws of a state other than Rhode Island is void with respect to a claim otherwise enforceable under the Rhode Island Franchise Investment Act.

4. The Rhode Island Franchise Investment Act stipulates that you cannot release or waive any rights granted under this Act. Any provision of this franchise agreement, which constitutes a waiver of rights granted under the Act, is superseded.

5. You agree to bring any claim against us, including our present and former employees and agents, which in any way relates to or arises out of this Agreement, or any of the dealings of the parties hereto, solely in arbitration before the American Arbitration Association.

FRANCHISEE:

Made in the Shade Blinds and More LLC

By:\_\_\_\_\_

By:\_\_\_\_\_

Date:\_\_\_\_\_

Date:\_\_\_\_\_

**VIRGINIA ADDENDUM  
TO THE FRANCHISE AGREEMENT**

If any of the terms of the Franchise Agreement are inconsistent with the terms below, the terms below control.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

FRANCHISEE:

Made in the Shade Blinds and More LLC

By:\_\_\_\_\_

By:\_\_\_\_\_

Date:\_\_\_\_\_

Date:\_\_\_\_\_

## **WASHINGTON ADDENDUM TO THE FRANCHISE AGREEMENT AND RELATED AGREEMENTS**

The provisions of this Addendum form an integral part of, are incorporated into, and modify the Franchise Disclosure Document, the franchise agreement, and all related agreements regardless of anything to the contrary contained therein. This Addendum applies if: (a) the offer to sell a franchise is accepted in Washington; (b) the purchaser of the franchise is a resident of Washington; and/or (c) the franchised business that is the subject of the sale is to be located or operated, wholly or partly, in Washington.

1. **Conflict of Laws.** In the event of a conflict of laws, the provisions of the Washington Franchise Investment Protection Act, chapter 19.100 RCW will prevail.

2. **Franchisee Bill of Rights.** RCW 19.100.180 may supersede provisions in the franchise agreement or related agreements concerning your relationship with the franchisor, including in the areas of termination and renewal of your franchise. There may also be court decisions that supersede the franchise agreement or related agreements concerning your relationship with the franchisor. Franchise agreement provisions, including those summarized in Item 17 of the Franchise Disclosure Document, are subject to state law.

3. **Site of Arbitration, Mediation, and/or Litigation.** In any arbitration or mediation involving a franchise purchased in Washington, the arbitration or mediation site will be either in the state of Washington, or in a place mutually agreed upon at the time of the arbitration or mediation, or as determined by the arbitrator or mediator at the time of arbitration or mediation. In addition, if litigation is not precluded by the franchise agreement, a franchisee may bring an action or proceeding arising out of or in connection with the sale of franchises, or a violation of the Washington Franchise Investment Protection Act, in Washington.

4. **General Release.** A release or waiver of rights in the franchise agreement or related agreements purporting to bind the franchisee to waive compliance with any provision under the Washington Franchise Investment Protection Act or any rules or orders thereunder is void except when executed pursuant to a negotiated settlement after the agreement is in effect and where the parties are represented by independent counsel, in accordance with RCW 19.100.220(2). In addition, any such release or waiver executed in connection with a renewal or transfer of a franchise is likewise void except as provided for in RCW 19.100.220(2).

5. **Statute of Limitations and Waiver of Jury Trial.** Provisions contained in the franchise agreement or related agreements that unreasonably restrict or limit the statute of limitations period for claims under the Washington Franchise Investment Protection Act, or rights or remedies under the Act such as a right to a jury trial, may not be enforceable.

6. **Transfer Fees.** Transfer fees are collectable only to the extent that they reflect the franchisor's reasonable estimated or actual costs in effecting a transfer.

7. **Termination by Franchisee.** The franchisee may terminate the franchise agreement under any grounds permitted under state law.

8. **Certain Buy-Back Provisions.** Provisions in franchise agreements or related agreements that permit the franchisor to repurchase the franchisee's business for any reason during the term of the franchise agreement without the franchisee's consent are unlawful pursuant to RCW 19.100.180(2)(j), unless the franchise is terminated for good cause.

9. **Fair and Reasonable Pricing.** Any provision in the franchise agreement or related agreements that requires the franchisee to purchase or rent any product or service for more than a fair and reasonable price is unlawful under RCW 19.100.180(2)(d).

10. **Waiver of Exemplary & Punitive Damages.** RCW 19.100.190 permits franchisees to seek treble damages under certain circumstances. Accordingly, provisions contained in the franchise agreement or elsewhere requiring franchisees to waive exemplary, punitive, or similar damages are void, except when executed pursuant to a negotiated settlement after the agreement is in effect and where the parties are represented by independent counsel, in accordance with RCW 19.100.220(2).

11. **Franchisor's Business Judgement.** Provisions in the franchise agreement or related agreements stating that the franchisor may exercise its discretion on the basis of its reasonable business judgment may be limited or superseded by RCW 19.100.180(1), which requires the parties to deal with each other in good faith.

12. **Indemnification.** Any provision in the franchise agreement or related agreements requiring the franchisee to indemnify, reimburse, defend, or hold harmless the franchisor or other parties is hereby modified such that the franchisee has no obligation to indemnify, reimburse, defend, or hold harmless the franchisor or any other indemnified party for losses or liabilities to the extent that they are caused by the indemnified party's negligence, willful misconduct, strict liability, or fraud.

13. **Attorneys' Fees.** If the franchise agreement or related agreements require a franchisee to reimburse the franchisor for court costs or expenses, including attorneys' fees, such provision applies only if the franchisor is the prevailing party in any judicial or arbitration proceeding.

14. **Noncompetition Covenants.** Pursuant to RCW 49.62.020, a noncompetition covenant is void and unenforceable against an employee, including an employee of a franchisee, unless the employee's earnings from the party seeking enforcement, when annualized, exceed \$100,000 per year (an amount that will be adjusted annually for inflation). In addition, a noncompetition covenant is void and unenforceable against an independent contractor of a franchisee under RCW 49.62.030 unless the independent contractor's earnings from the party seeking enforcement, when annualized, exceed \$250,000 per year (an amount that will be adjusted annually for inflation). As a result, any provision contained in the franchise agreement or elsewhere that conflicts with these limitations is void and unenforceable in Washington.

15. **Nonsolicitation Agreements.** RCW 49.62.060 prohibits a franchisor from restricting, restraining, or prohibiting a franchisee from (i) soliciting or hiring any employee of a franchisee of the same franchisor or (ii) soliciting or hiring any employee of the franchisor. As a result, any such provisions contained in the franchise agreement or elsewhere are void and unenforceable in Washington.

16. **Questionnaires and Acknowledgments.** No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

17. **Prohibitions on Communicating with Regulators.** Any provision in the franchise agreement or related agreements that prohibits the franchisee from communicating with or complaining to regulators is inconsistent with the express instructions in the Franchise Disclosure Document and is unlawful under RCW 19.100.180(2)(h).

18. **Advisory Regarding Franchise Brokers.** Under the Washington Franchise Investment Protection Act, a “franchise broker” is defined as a person that engages in the business of the offer or sale of franchises. A franchise broker represents the franchisor and is paid a fee for referring prospects to the franchisor and/or selling the franchise. If a franchisee is working with a franchise broker, franchisees are advised to carefully evaluate any information provided by the franchise broker about a franchise.

**Initial Fee Deferral**

The Franchise Agreement is modified to add the following:

“In lieu of an impound of franchise fees, the Franchisor will not require or accept the payment of any initial franchise fees until the franchisee has (a) received all initial training that it is entitled to under the franchise agreement or offering circular, and (b) is open for business.”

The undersigned does hereby acknowledge receipt of this addendum.

FRANCHISEE:

Made in the Shade Blinds and More LLC

By:\_\_\_\_\_

By:\_\_\_\_\_

Date:\_\_\_\_\_

Date:\_\_\_\_\_

**WISCONSIN ADDENDUM  
TO THE FRANCHISE AGREEMENT**

If any of the terms of the Franchise Agreement are inconsistent with the terms below, the terms below control.

1. If the Franchise Agreement contains any provision that conflict with the Wisconsin Fair Dealership Law, the provisions of this Addendum shall prevail to the extent of such conflict.
2. The Franchise Agreement is amended to also include the following language:

With respect to franchises governed by Wisconsin law, the Wisconsin Fair Dealership Law applies to most, if not all, franchise agreements and prohibits the termination, cancellation, non-renewal or the substantial change of the competitive circumstances of a dealership agreement without good cause. That Law further provides that 90 days' prior written notice of a proposed termination, etc. must be given to the dealer. The dealer has 60 days to cure the deficiency and if the deficiency is cured, the notice is void.

FRANCHISEE:

Made in the Shade Blinds and More LLC

By:\_\_\_\_\_

By:\_\_\_\_\_

Date:\_\_\_\_\_

Date:\_\_\_\_\_



## **EXHIBIT C**

### **LIST OF FRANCHISEES**

The following is a list of the name, business address, and business telephone number of each current franchisee and their outlet.

#### **Operational Outlets as of December 31, 2024:**

#### **ARIZONA**

##### **East Valley**

Kevin and Michelle Barbour  
3680 E. Jaguar Ave., Gilbert, AZ 85298  
480-450-0081  
<https://www.mitseastvalley.com/>

##### **West Valley**

Steve Leming  
28713 N. 66th Ave  
Phoenix, AZ 85083  
Phone: 623-606-5990

##### **Yavapai**

Daniel Yost  
568 Sycamore Lane, Chino Valley, AZ 86323  
928-308-9998  
<http://mitsyavapai.com/>

#### **ARKANSAS**

##### **Little Rock**

Mike Kirby and Ron Carter  
11 Cobblestone Way, Little Rock, AR 72223  
501-257-7434  
<https://madeintheshadelr.com/>

#### **CALIFORNIA**

##### **NorCal**

Brando Guerrero  
4300 Anthony Court, Suite 1, Rocklin CA 95677  
916-300-4306  
<https://mitsnorcal.com/>

##### **Temescal Valley**

Linda James and Sue Towers  
17705 Rodeo Rd., Lake Elsinore, CA 92530  
949-293-9335  
<https://madeintheshadetemescalvalley.com/>

#### **COLORADO**

##### **Colorado Springs**

Kurt and Michelle DeNeys  
12320 Clair Ln, Colorado Springs, CO 80908  
719-922-0409  
<https://mitscoloradosprings.com/>

**East Denver**

Mark Ham  
15781 E Lake Circle, Centennial, CO 80016  
720-303-5962  
<https://mitseastdenver.com>

**Fort Collin**

Rhonda Bruschke  
5891 Last Pointe Dr., Windsor, CO 80550  
970-686-5240  
<https://www.mitsfortcollin.com/>

**Front Range**

Jeremiah Fitzsimmons  
205 N. 44th Ave, Greeley, CO 80634  
970-590-5563  
<https://mitsfrontrange.com/>

**Pueblo**

Alex Pacheco and Mindy McAllister  
4713 Desert Candle Dr, Pueblo, CO 81001  
719-752-5814  
<https://mitspueblo.com>

**South Denver**

Brendan and Brenda Killian  
6060 S. Eaton Lane, Littleton, CO 80123  
720-458-6566  
<https://mitsdenversouth.com/>

**Southwest Colorado**

Rob Plucinski  
1801 County Road B31, Del Norte, CO 81132  
719-480-3990  
<https://mitsswco.com/>

**West Denver**

David Tinucci  
6520 E. Colorado Dr, Denver, CO 80224  
720-687-5853  
<https://mitswest.com/>

**DELAWARE**

**Eastern Shore**

Joe Kendall and Jason Mozingo  
38209 DuPont Blvd., Selbyville, DE 19975  
302-988-5806  
<https://mitseasternshore.com/>

## **FLORIDA**

### **Bay Walton**

Lannis and Donna Godwin  
1704 Baker Ct., Panama City, FL 32401  
850-814-6374  
<https://mitsbaywalton.com/>

### **Clearwater**

Scott Guinand and Larry Goodbread  
682 Indian Rocks Rd. Bellair Bluffs, FL 33770  
727-480-6203  
<https://mitsclearwater.com/>

### **Destin**

Lannis and Donna Godwin  
1704 Baker Ct., Panama City, FL 32401  
850-814-6374  
<https://mitsbaywalton.com/>

### **East Orlando**

Nadine Gajraj  
1685 Blossom Sound Crt., Oviedo, FL 32765  
305-323-3035  
<https://madeintheshadeeastorlando.com/>

### **Fort Myers**

Dave and Karen Miller  
11886 Whitestone Dr. Ft. Myers, FL 33913  
860-798-9262  
<https://mitsftmyers.com/>

### **Heartland**

Cheryl Brantley and Pat Cooper  
656 Western Blvd., Lake Placid, FL 33852  
863-441-0881  
<https://mitsheartland.com/>

### **Jupiter**

Sam and Dane Friedman  
13682 Artisan Circle, Palm Beach Gardens, FL  
33418  
561-970-8112  
<https://mitsjupiter.com/>

### **Naples**

Steve Gondos  
435 Crossfield Cir, Naples, FL, 34104  
239-428-7501  
<https://mitsnaples.com/>

### **North Central Florida**

Shane Coleman and Martha Green  
5215 W. Greensilky Lane, Lecanto, FL 34461  
352-262-2127  
<https://madeintheshadenorthcentralfl.com>

**North Orlando**

Janna Kiersnowski  
241 Leslie Lane  
Lake Mary, FL 32746  
Phone: 407-302-1668

**Orlando**

Sergey Levochko  
635 Marni Dr., Winter Springs, FL 32708  
407-350-7707  
<https://mitsorlando.com/>

**Palm Harbor**

Daragh Carr  
4726 W Idaho St., Tampa, FL 33616  
727-594-7972  
[www.mitspalmharbor.com/](http://www.mitspalmharbor.com/)

**Pasco**

Johnson and Aoife Seitz  
30078 Skylark Dr., Wesley Chapel, FL 33545  
813-776-5140  
<https://www.mitspasco.com>

**Sarasota**

Steve and Karin Klancnik  
4760 Vasca Dr., Sarasota, FL 34240  
941-330-7410  
<https://sarasotamits.com/>

**South Florida**

Steve Brewer  
3710 NW 4th Ave., Deerfield Beach, FL 33064  
954-464-3770  
<http://www.madeintheshadesouthfl.com/>

**St. Johns**

Holly Zigman  
3336 Carmel Road, St. Augustine, FL 32086  
904-999-1481  
<https://mitsstjohnsfl.com/>

**Tallahassee**

David and Eileen McKnelly  
2052 Dyrehaven Court, Tallahassee, FL 32317  
860-798-9262  
<https://mitstallahassee.com/>

**Tampa Bay**

Josephine Carr  
7417 61<sup>st</sup> St E, Palmetto, FL 34221  
813-590-0528  
<https://mitstampabay.com>

**Venice**

Sinead and William Runyon  
10950 Sand Pine Ln, Parrish, FL 34219  
941-759-6442  
<https://mitsvenice.com>

### **West Palm Beach**

Derek Amendola  
5279 Fountains Dr., South #304, Lake Worth, FL  
33467  
561-290-9027  
<https://mitswpb.com/>

## **GEORGIA**

### **Alpharetta**

Jason and Mindy Roderick  
2605 Milford Ln, Alpharetta, GA 30009  
770-588-1611  
<http://mitsalpharetta.com/>

### **Peachtree**

Jacob Garriga  
134 Sutton Dr., Newnan, GA 30263  
714-884-0428  
<https://madeintheshadepeachtree.com/>

### **St. Simons**

Eddie and Allyson Roberts  
112 Colonial Dr., St. Simons Island, GA 31522  
912-571-9625  
<https://madeintheshadessi.com/>

### **Madison GA**

Beth and Scott Erwin  
1051 Creekwood Cir, Madison, GA 30650  
770-778-1670  
<https://madeintheshademadison.com/>

## **HAWAII**

### **Oahu**

Dwight and Elise Amemiya  
88 Piikoi St. #2010, Honolulu, HI 96814  
808-468-1704  
<https://madeintheshadeoahu.com/>

## **ILLINOIS**

### **West Chicago**

Meysoon Musa  
8200 Forestview Dr., Orland Park, IL 60462  
708-334-3747  
<https://madeintheshadeswchicago.com/>

## **IOWA**

### **Des Moines**

Jen Posusta  
215 NW 18th St., Suite 108, Ankeny, IA 50023  
515-205-8066  
<https://mitsdesmoines.com/>

### **Eastern Iowa**

Matthew and Elise Anderson  
6402 Whispering Pines Dr., Davenport, IA 52807  
563-726-8040  
<https://mitseasterniowa.com/>

### **KANSAS**

#### **Kansas**

Farah Ferguson<sup>SEP</sup>  
217 Mill St., Hartford, KS 66854  
1-888-392-5969  
<https://madeintheshadekansas.com/>

#### **Kansas City**

Jeremy and Aubri Nienhuser  
10113 W. 53rd St., Merriam, KS 66023  
913-636-6996  
<https://mitskc.com/>

#### **Wichita**

Daniel Jacobs  
201 Circle Dr., Wichita, KS 67218  
316-259-9000  
<https://madeintheshadewichita.com/>

### **KENTUCKY**

#### **East Louisville**

Joel Stickler  
4401 Grand Circle, Crestwood, KY 40014  
518-788-1404  
<https://mitsel.com/>

#### **Northern Kentucky**

Wan Zhao and Patrick Higgins  
3882 Eagleledge Ct, Independence, KY 41051  
859-652-3356  
<https://madeintheshadenky.com/>

### **LOUISIANA**

#### **Northshore**

Rhonda Landry  
112 South Dr., Covington, LA 70433  
504-616-5186  
<https://mitsnorthshore.com/>

**Tri Parish**

Kenneth DuBois  
3152 Lillian Main Dr., Gray, LA 70359  
985-226-0776  
<https://mitstriparish.com/>

**Lafayette**

Marc and Alyson Bundy  
203 Facile Rd., Scott, LA 70583  
337-412-7890  
<https://mitslafayette.com/>

**MARYLAND****Annapolis**

Leslie Johnson  
1200 Steamboat Rd, Shady Side, MD 20764  
1-800-4-SHADES  
<https://mitsannapolis.com/>

**MICHIGAN****Joe's**

Joe Lalonde  
1309 N. Dean, Bay City, MI 48706  
989-245-3182  
<https://joeshady.com/>

**Traverse City**

Jeffrey Lautner  
824 ½ W. Front St., Traverse City, MI 49684  
231-409-1985  
<https://madeintheshadetc.com/>

**MINNESOTA****Twin Cities**

Marissa Skaja and Janelle Murlowski  
858 Pinetree Ct, Little Canada, MN 55109  
612-387-1499  
<https://madeintheshadetwincities.com/>

**MISSISSIPPI****South Mississippi**

Betty Parrish  
660 River Rd., Hattiesburg, MS 39401  
601-520-5147  
<https://southmsmits.com/>

**Mid-South**

Kevin Maxwell  
3318 St. Augustine Cove N., Southaven, MS 38672

662-772-6335  
<https://mitsmidsouth.com/>

### **Mississippi Gulf Coast**

Betty Parrish  
660 River Rd., Hattiesburg, MS 39401  
601-520-5147  
<https://southmsmits.com/>

## **MISSOURI**

### **St. Louis**

Ron and Charlene Culbreath  
3 Windjammer Court, Wildwood, MO 63040  
314-249-1067  
<https://mitsstl.com/>

## **MONTANA**

### **406**

Tom and Sandy Berkshire  
3127 Central Ave, Ste 3, Billings, MT 59102  
406-656-8691  
<https://mits406.com/>

### **Northwest Montana**

Tanner and Michelle Eastlick  
111 E. Bowman Dr, Kalispell, MT 59901  
406-578-8777  
<https://mitsnwmt.com/>

## **NEBRASKA**

### **Kearney**

Bob and Crystal Smutny  
1812 E 54th St. PL., Kearney, NE 68847  
402-990-0660  
<https://madeintheshadekearney.com/>

### **Omaha**

Randy and Kim Foster  
5007 N 140th St, Omaha, NE 68164  
402-707-1222  
<https://madeintheshadeblindsomaha.com/>

## **NEVADA**

### **Reno**

Sheri Shafer  
16161 Galena Meadows Dr., Reno, NV 89511  
Office: 775-453-0960  
<https://mitsreno.com/>

## **NEW HAMPSHIRE**



**Southern New Hampshire**

Ernie Dascoli  
14 Greenway Rd., Windham, NH 03087  
603-260-6334  
<https://mitsnh.com/>

**NEW JERSEY****Cherry Hill**

Bob Vicario  
241 Hillcrest Ln, Blackwood, NJ 08012  
609-507-2937  
<https://mitscherryhill.com>

**Jersey Shore**

Ryan Lepree  
1850 Northwest Dr., Point Pleasant, NJ 08742  
848-333-3870  
<https://mitsjerseyshore.com/>

**NEW YORK****Long Island**

Steven Danchak  
187 Elton Rd., Garden City, NY 11530  
516-426-2890  
<https://madeintheshadensli.com/>

**NORTH CAROLINA****Clayton**

Glenn and Aurea Wangerien  
165 Italia Lane, Clayton, NC 27527  
919-725-1660  
<https://mitsclayton.com/>

**Durham and Chapel Hill**

Brad Hicks and David Richardson  
435 Stonewall Dr., Mebane, NC 27302  
919-335-5333  
<https://mitswesttriangle.com/>

**Lake Norman**

Roxane and Todd Papora  
14330 Harvington Dr., Huntersville, NC 28078  
704-620-1869  
<https://www.mitslakenorman.com/>

**Raleigh**

Heather and John Proctor  
4716 Norbury Place, Raleigh, NC 27614  
919-389-8875  
<https://mitsnraleigh.com/>

**South Charlotte**

Kenneth Mitchell

1009 Marcell Lane, Indian Trail, NC 28079  
704-507-1521  
<https://madeintheshadesouthcharlotte.com>

### **Wilmington**

Barbara and Brian Swails  
9408 Voyagers Way, Wilmington, NC 28412  
910-777-9819  
<https://mitswilmington.com/>

## **OHIO**

### **Columbus**

Michael Reichman  
1869 Glen Ave, Columbus, OH 43212  
614-562-7474  
<https://mitsnorthcolumbus.com/>

### **Southwest Ohio**

Nissar and Nabila Hingora  
9435 Waterstone Blvd., Ste 140-49, Cincinnati, OH 45249  
513-905-0333  
<https://madeintheshadesouthwestohio.com/>

### **West Cincinnati**

Heather Jackson  
123 Country View Dr, Harrison, OH 45030  
513-479-6917  
<https://madeintheshadewestcincinnati.com>

## **OKLAHOMA**

### **North OKC**

Brent Harger  
405-452-0401  
820 W Danforth Rd. #1095, Edmond, OK 73003-5006  
<https://mitsnorthokc.com>

## **OREGON**

### **Central Oregon**

Adam and Katie Kraus  
5987 SE Jerry Dr., Prineville, OR 97754  
541-797-0515  
<https://mitscentraloregon.com/>

### **Rogue Valley**

Trevor Eastlick  
1974 Rabun Way, Central Point, OR 97502  
591-692-8742  
<https://mitsroguevalley.com/>

### **Willamette Valley**

Richard and Andrea McCann

14177 Duckflat Rd., SE  
Turner, OR 97392  
Phone: 503-581-8257

## **PENNSYLVANIA**

### **Bucks County**

Anthony Rich  
206 Mulberry Place, Newton, PA 18940  
267-201-7509  
<https://mitsbuckscounty.com/>

### **Central Pennsylvania**

Jason and Jessica Ritter  
1123 Wansford Rd, Mechanicsburg, PA 17050  
717-585-8715  
<https://mitscentralpa.com/>

### **Chester County**

Chris Lord  
563 Ness Rd, Grosse Pointe, MI 48230  
248-988-0417  
<https://mitsoaklandcountyse.com/>

### **Lancaster**

Doug and Christa Smeigh  
3039 Columbia Ave, Lancaster, PA 17603  
717-305-1320  
<https://mitslancaster.com/>

### **Pittsburgh**

Robert and Kimberly McConnell  
138 Donley Dr, Monroeville, PA 15146  
412-480-5081  
<https://mitspittsburgh.com/>

## **RHODE ISLAND**

### **Southern Rhode Island**

Derek and Idilia Picard  
39 Richland Rd, Cranston, RI 02910  
401-234-1232  
<https://mitssouthernri.com/>

## **SOUTH CAROLINA**

### **Charleston**

Scott and Jennifer Berry  
2186 Golfview Dr, Charleston, SC 29412  
843-696-6372  
<https://mitscharleston.com/>

### **Hilton Head**

Rodney English  
25 3rd Avenue, Bluffton, SC 29910

706-490-5402  
<https://mitsiltonhead.com>

### **Upstate South Carolina**

Jacqueline and Jesse Hudak  
305 Stonebridge Dr, Clemson, SC 29361  
864-651-3198  
<https://madeintheshadeupstatesc.com/>

### **SOUTH DAKOTA**

#### **Black Hills**

Scot and Tammy Bonde  
253 Sunshine Dr, Spearfish, SD 57783  
605-641-8321  
<https://madeintheshadeblackhills.com/>

### **TENNESSEE**

#### **Franklin**

Richard and Chris Markwell  
513 Tywater Crossing Blvd., Franklin, TN 37604  
615-613-3794  
<https://mitsfranklin.com/>

#### **Nashville**

Wendy Weisner  
2697 Hody Dr, Nashville, TN 37206  
843-452-6179  
<https://mitsnashville.com/>

### **TEXAS**

#### **Abilene**

Rickey and Cindy Brown  
5041 Robertson Dr, Abilene, TX 79606  
325-518-2026  
<https://mitsabilene.com/>

#### **Austin**

Matt and Kelli Houston  
6005 Lynn Ln, Lago Vista, TX 78645  
830-477-1927  
<https://mitsaustin.com/>

#### **Aggieland**

Amanda Krotulski  
2705 Mirkwood Ct, Bryan, TX 77807  
979-676-2844  
<https://mitsaggieland.com/>

#### **East Texas**

Michael and Catherine Mason  
1207 Cumberland Rd, Tyler, TX 75703  
903-316-9848  
<https://madeintheshadeeasttexas.com/>

**Houston**

Cheryl Thompson  
7111 Mission Court Dr, Houston, Texas 77083  
832-259-8554  
<https://mitshouston.com/>

**Inner West Houston**

Valerie Bacerott  
503 Sloop Ct, Crosby, TX 77532  
832-979-0840  
<https://madeintheshadeinnerwesthouston.com>

**Mansfield**

Lance Howell and Matt Howell  
202 S. Walnut Creek Dr, Suite 101  
Mansfield, TX 76063  
682-808-0881  
<https://mitsmansfield.com/>

**Midland**

Griffin and Ashley Mann  
1608 Ventura Ave, Midland, TX 79705  
512-914-4639\_  
<https://madeintheshademidland.com/>

**North Dallas-Fort Worth**

Lana Smith  
4302 Tree House Lane, Corinth, TX 76208  
469-348-3859  
<https://mitsblindsnorthdfw.com/>

**Northeast Austin**

Jennifer Cancel-Ortiz  
3009 Scottsdale Dr, Killeen, TX 76543  
737-250-8375  
<https://mitsnortheastaustin.com>

**Plano**

Kristie Tivis  
5304 Hampshire Dr., McKinney, TX 75070  
214-620-5293  
<https://mitsplano.com/>

**Prosper**

Jennifer Devenny  
4300 Wilson Creek Trail, Prosper, TX 75078  
469-740-0784  
<https://mitsprospergirl.com/>

**San Antonio**

Joshua and Jessica Morse  
2523 Boardwalk St., San Antonio, TX 78217  
210-999-1804

<https://madeintheshadesa.com>

**Sante Fe**

Sonny and Vanessa Wainwright  
6401 Bar O Ranch Rd., Santa Fe, TX 77517  
832-946-6750  
<https://santafemits.com/>

**Space City**

Derek and Debbie Hightower  
3001 Macoma Ave., Pearland, TX 77581  
281-905-3939  
<https://mitsspacecity.com/>

**The Woodlands**

Greg and Brianne Esposito  
131 N. Wynnoak Cir., The Woodlands, TX 77382  
936-647-4300  
<https://madeintheshadewoodlands.com/>

**Waco-Temple**

JC Majors  
3021 Paint Horse St., Robinson, TX 76706  
254-323-4871  
<https://mitswacotemple.com>

**Wimberley**

Sam Brannon  
5 Limestone Trl., Wimberley, TX 78676  
512-925-2592  
<https://madeintheshadeofwimberley.com/>

**VIRGINIA**

**Northern Virginia**

John and Dana Briggs  
12535 Haltwhistle Ct., Bristow, VA 20136  
703-330-6487  
<https://madeintheshadenova.com/>

**Virginia Beach**

James and Julie Boswell  
2501 Cannes Ct., Virginia Beach, VA 23456  
757-563-3372  
<https://madeintheshadevb.com/>

**WASHINGTON**

**Bellevue**

Piper Strand and Erik Seiffert  
18843 SW 42nd St., Issaquah, WA 98027  
425-761-8603  
<https://mitsbellevue.com/>

**WISCONSIN**

**Madison WI**

Scott Wedl  
605 S. Center Ave., Jefferson, WI 53549  
920-723-1734  
<https://madeintheshadowwi.com/>

**WYOMING****Casper**

Kevin and Angela Miller  
Milcor Ventures LLC  
402 N. Beverly, Casper, WY 82609  
307-259-4091  
<https://mitscasper.com/>

**Jackson Hole**

Michael and Sally Brin  
420 Stacey Lane, Jackson, WY 83001  
307-690-9481  
<https://mitsjacksonhole.com/>

**Franchise Agreement Signed But Outlet Not Yet Open (as of 12/31/2024):****ALABAMA****South Baldwin**

Nicholas Mills  
804 S Main St., Atmore, AL 36502  
251-278-2384  
<https://www.mitsouthbaldwin.com/>

**NEW JERSEY****North Jersey**

Jose Siandre  
23 Macopin Terrance, West Milford, NJ 07480  
973-833-1612  
<https://mitsnorthjersey.com>

**NORTH CAROLINA****Greenville**

Jewell Braswell  
6315 Brassie Dr., Grifton, NC 28530  
252-486-6496  
<https://www.mitsgreenville.com/>

**TEXAS****Katy and Tomball**

Adrienne Rawlings  
17610 Indigo Hills Dr, Magnolia, TX 77355  
346-521-5393  
<https://mitskatytomball.com>

**North Central Dallas**

David Voell  
6107 Palo Pinto Ave, Dallas, TX 75214  
469-523-6587  
<https://mitsnorthcentraldallas.com>

**VIRGINIA****Fredericksburg and Stafford County**

Waheed Osmani  
1771 Noyack Lane, Fredericksburg, VA 22401  
540-783-7657  
<https://mitsfs.com>



## **EXHIBIT D**

### **LIST OF FORMER FRANCHISEES (For the Fiscal Year Ended 12/31/2023)**

The following is a list of the name, city and state, and current business telephone number (or, if unknown, the last known home telephone number) of every franchisee who has had a Business terminated, cancelled, not renewed, or otherwise voluntarily or involuntarily ceased to do business under the franchise agreement during the most recently completed fiscal year or has not communicated with us within 10 weeks of the date of issuance of this disclosure document.

If you buy this franchise, your contact information may be disclosed to other buyers when you leave the franchise system.

#### **TRANSFERS**

NONE

#### **TERMINATIONS / NON-RENEWALS / LEFT FOR OTHER REASONS**

##### **CALIFORNIA**

Kathy Stamps  
7217 Archibald Ave.  
Rancho Cucamonga, CA 91701  
Phone: 909-434-4452  
**(terminated)**

Debi Sutton  
1276 Red Leaf Way  
Lincoln, CA 95648  
Phone: 661-472-9561  
**(nonrenewal)**

##### **MASSACHUSETTS**

William Hamilton  
85 Lions Gate Rd.  
Carlisle, MA 01741  
Phone: 843-367-4278  
**(terminated)**

##### **MINNESOTA**

Bea Richardson  
1417 Oakpointe Dr.  
Waconia, MN 55387  
Phone: 248-935-9390

(terminated)

**OHIO**

Michelle Weaver  
9495 Greystone Pkwy.  
Brecksville, Ohio 44141  
Phone: 440-665-6777  
(terminated)

**TEXAS**

Diane Jackson-Abel  
1896 E FM 550  
Rockwall, TX 75062  
Phone: 214-797-3445  
**(terminated)**

## **EXHIBIT E**

### **OPERATIONS MANUAL TABLE OF CONTENTS**

#### **Section 1: Our Company**

- a. Welcome
- b. History
- c. Home Office Leadership
- d. Ethics and Values
- e. Service Standards

#### **Section 2: Marketing**

- a. Overview
- b. Home Office Marketing Support
- c. Brand Guidelines
- d. Use of the Marks and Creative Approval
- e. Business Profiles and Other Online Listings
- f. Canva
- g. Marketing Budget
- h. Digital Advertising

#### **Section 3: Accounting**

- a. Overview
- b. Home Office Accounting Support
- c. Reporting
- d. Tax

#### **Section 4: Technology**

- a. Overview
- b. Home Office Technology Support
- c. Podium Communications Platform
- d. Quoting Software
- e. Microsoft Productivity Apps
- f. Security

#### **Section 5: Measuring**

- a. Overview
- b. Guidelines
- c. Tips

#### **Section 6: Sales**

- d. Overview
- e. Customer Experience
- f. The Sales Process
- g. Closing the Sale
- h. Referrals
- i. National Accounts

**Section 7: Installations**

- a. Overview
- b. Guidelines
- c. Checklists
- d. Repairs and Maintenance

**Section 8: Suppliers and Products**

- a. Overview
- b. Designated
- c. Non-Designated
- d. Products

**Section 9: People Operations**

- a. Overview
- b. Standards
- c. Hiring and Onboarding
- d. Supervision
- e. Offboarding

**Section 10: Other Operations**

- a. Home Office
- b. Warehouse
- c. Store Fronts
- d. Vehicles
- e. Equipment
- f. Health and Safety
- g. Insurance
- h. Legal
- i. Regulations

**Total pages: 159**

**EXHIBIT F**

**GENERAL RELEASE**

## GENERAL RELEASE

THIS RELEASE is made and given by \_\_\_\_\_,  
("Releasor") with reference to the following facts:

1. Releasor and Made in the Shade Blinds and More LLC (Releasee) are parties to one or more franchise agreements.
2. The following consideration is given:

\_\_\_\_\_ the execution by Releasor of a successor Franchise Agreement or other renewal documents renewing the franchise (the "Franchise"); or

\_\_\_\_\_ Releasor's consent to Releasee's transfer of its rights and duties under the Franchise Agreement; or

\_\_\_\_\_ Releasor's consent to Releasee's assumption of rights and duties under the Franchise Agreement; or

\_\_\_\_\_ [insert description]

3. Release- Franchisee and all of Franchisee's guarantors, members, officers, directors, employees, agents, successors, assigns and affiliates fully and finally release and forever discharge Releasee, its past and present agents, employees, officers, directors, members, Franchisees, successors, assigns and affiliates (collectively "Released Parties") from any and all claims, actions, causes of action, contractual rights, demands, damages, costs, loss of services, expenses and compensation which Franchisee could assert against Released Parties or any of them up through and including the date of this Release.
4. THIS IS A SPECIFIC RELEASE GIVING UP ALL RIGHTS WITH RESPECT TO THE TRANSACTIONS OR OCCURRENCES THAT ARE BEING RELEASED UNDER THIS AGREEMENT.
5. California Releasor- You represent and warrant that YOU EXPRESSLY WAIVE ANY AND ALL RIGHTS AND BENEFITS UNDER CALIFORNIA CIVIL CODE §1542, which provides as follows:

A general release does not extend to claims that the creditor or releasing party does not know or suspect to exist in his or her favor at the time of executing the release and that, if known by him or her, would have materially affected his or her settlement with the debtor or released party.

6. The above Release shall not apply to any liabilities arising under the California Franchise Investment Law, the California Franchise Relations Act, Indiana Code § 23-2-2.5.1 through 23-2-2.7-7, the Maryland Franchise Registration and Disclosure Law, Michigan Franchise Investment Law, Minnesota Franchise Act, North Dakota franchise laws, the Rhode Island Investment Act, and the Washington Franchise Investment Protection Act.
7. Releasor agrees to comply with all of its applicable post-termination or post-transfer obligations (as the case may be) in the Franchise Agreement described above.

**Releasor:**

**Releasee:**

**Made in the Shade Blinds and More LLC**

By:\_\_\_\_\_

By:\_\_\_\_\_

Joshua Morse, CEO

Printed Name:\_\_\_\_\_

Date:\_\_\_\_\_

Title:\_\_\_\_\_

**EXHIBIT G**

**FINANCIAL STATEMENTS**



**MADE IN THE SHADE BLINDS AND MORE, LLC**  
**FINANCIAL STATEMENTS**  
**DECEMBER 31, 2024**

**MADE IN THE SHADE BLINDS AND MORE, LLC**  
**TABLE OF CONTENTS**

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<b>Balance Sheets</b>	<b>3</b>
<b>Statements of Operations and Member's Equity</b>	<b>4</b>
<b>Statement of Cash Flows</b>	<b>5</b>
<b>Notes to Financial Statement</b>	<b>6 - 7</b>

# MUHAMMAD ZUBAIRY, CPA PC

Certified Public Accountant

646.327.7013

## INDEPENDENT AUDITOR'S REPORT

To the Shareholders of  
Made in the Shade Blinds and More, LLC

### **Opinion**

We have audited the financial statements of Made in the Shade Blinds and More, LLC, which comprises the balance sheets as of December 31, 2024 and 2023 and the related statement of operations, and changes in shareholders' equity, and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the accompanying financial statements referred to above present fairly, in all material respects, the financial position of Made in the Shade Blinds and More, LLC as of December 31, 2024 and 2023, and the results of its operations and its cash flows for the years then ended, in accordance with accounting principles generally accepted in the United States of America.

### **Basis for Opinion**

We conducted our audits in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of Made in the Shade Blinds and More, LLC, and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### **Responsibilities of Management for the Financial Statements**

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about Made in the Shade Blinds and More, LLC ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

### **Auditor's Responsibilities for the Audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users made on the basis of these financial statements.

In performing an audit in accordance with GAAS, we:

Exercise professional judgment and maintain professional skepticism throughout the audit.

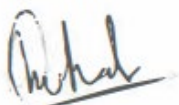
Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.

Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Made in the Shade Blinds and More, LLC internal control. Accordingly, no such opinion is expressed.

Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.

Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about Made in the Shade Blinds and More, LLC ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control-related matters that we identified during the audit.



Muhammad Zubairy, CPA PC  
Westbury, NY  
April 22, 2025

**MADE IN THE SHADE BLINDS AND MORE, LLC**  
**BALANCE SHEETS**

	<u>ASSETS</u>	
	<u>YEARS ENDED DECEMBER 31</u>	
	<u>2024</u>	<u>2023</u>
<b>Current Assets</b>		
Cash	\$ 2,656,256	\$ 1,452,827
Accounts Receivable	458,362	—
Rebate receivable	—	238,236
Note receivables	189,224	—
Deposits	—	5,905
Contract assets	132,021	124,643
Total current assets	<u>3,435,863</u>	<u>1,821,611</u>
<b>Fixed assets, net</b>	180,090	215,265
<b>Contract assets- net of current</b>	<u>636,629</u>	<u>543,082</u>
<b>Total Assets</b>	<u>\$ 4,252,582</u>	<u>\$ 2,579,958</u>
 <u>LIABILITES AND MEMBERS' EQUITY (DEFICIT)</u>		
<b>Liabilities</b>		
Accounts payable and accrued expenses	\$ 65,131	\$ 2,152
Franchise fee deposit	—	14,800
Contract liabilities	699,545	623,214
Total current liabilities	<u>764,676</u>	<u>640,166</u>
<b>Contract liabilities, net of current</b>	3,368,798	2,018,702
<b>Members' Equity (Deficit)</b>	<u>119,108</u>	<u>(78,910)</u>
<b>Total Liabilities and Members' Equity</b>	<u>\$ 4,252,582</u>	<u>\$ 2,579,958</u>

See notes to financial statements

**MADE IN THE SHADE BLINDS AND MORE, LLC**  
**STATEMENTS OF OPERATIONS AND MEMBERS' EQUITY (DEFICIT)**

	<b>YEARS ENDED DECEMBER 31</b>	
	<b>2024</b>	<b>2023</b>
<b>Revenues</b>		
Franchise fees	\$ 1,064,274	\$ 893,779
Rebate	1,417,235	1,102,016
Other Income	264,929	26,566
<b>Total Revenues</b>	<b>2,746,438</b>	<b>2,022,361</b>
 <b>Operating expenses</b>	 <b>1,548,238</b>	 <b>702,677</b>
 <b>Net Income</b>	 <b>1,198,200</b>	 <b>1,319,684</b>
 <b>Members' Equity - Beginning</b>	 <b>(78,910)</b>	 <b>292,516</b>
 <b>Members' Contribution (Distribution)</b>	 <b>(1,000,182)</b>	 <b>(1,691,110)</b>
 <b>Members' Equity (Deficit)- Ending</b>	 <b>\$ 119,108</b>	 <b>\$ (78,910)</b>

See notes to financial statements

**MADE IN THE SHADE BLINDS AND MORE, LLC**  
**STATEMENT OF CASHFLOWS**

	<b>YEARS ENDED DECEMBER 31</b>	
	<b>2024</b>	<b>2023</b>
<b>Cash Flows from Operating Activities:</b>		
Net Income	\$ 1,198,200	\$ 1,319,684
Depreciation	48,677	20,276
Adjustments to reconcile net income to net cash provided by operating activities:		
Changes in assets and liabilities;		
Rebates receivable	238,236	48,061
Accounts receivable	(458,362)	156,000
Note receivables	(189,224)	—
Deposits	5,905	(5,905)
Contract assets	(100,925)	(15,844)
Franchise fee deposit	(14,800)	—
Contract Liabilities	1,426,427	(144,455)
Accounts payable and accrued expenses	62,979	(8,920)
	<u>2,217,113</u>	<u>1,368,897</u>
<b>Cash Flows from Investing Activates:</b>		
Fixed asset acquisition	(13,502)	(217,560)
	<u>(13,502)</u>	<u>(217,560)</u>
<b>Cash Flows from Financing Activates:</b>		
Members' distribution	(1,000,182)	(1,691,110)
	<u>(1,000,182)</u>	<u>(1,691,110)</u>
<b>Net Increase in Cash</b>	<b>1,203,429</b>	<b>(539,773)</b>
<b>Cash - Beginning of Year</b>	<b>1,452,827</b>	<b>1,992,600</b>
<b>Cash - End of Year</b>	<b><u>\$ 2,656,256</u></b>	<b><u>\$ 1,452,827</u></b>

See notes to financial statements

**MADE IN THE SHADE BLINDS AND MORE, LLC**  
**NOTES TO FINANCIAL STATEMENTS**

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**1. THE COMPANY-** Made in the Shade Blinds and More, LLC offers the best window covering products in the industry with exceptional service and affordable prices.

**2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

**Basis of Accounting-**The accompanying financial statement has been prepared on an accrual basis of accounting in conformity with accounting principles generally accepted in the United States of America. Under the accrual method, revenues are recognized when earned and expenses are recognized when a liability is incurred, without regard to disbursement of cash.

**Franchise Arrangements-**The Company's franchise arrangements generally include a license which provides for payments of initial fees as well as ongoing fees for support. Under this arrangement, franchisees are granted the right to operate a window treatment store using the name and mark of "Made in the Shade Blinds and More, LLC" for a specified number of years.

**Concentration of Credit Risk-**Financial instruments that potentially expose the Company to concentration of credit risk primarily consist of cash and cash equivalents. As of December 31, 2024 and 2023, the balances in the Company's cash accounts exceeded the Federal Deposit Insurance Company's (FDIC) insurance limit of \$250,000 by \$2,406,256 and \$1,202,827, respectively. The Company maintains its cash and cash equivalents with accredited financial institutions.

**Use of Estimates-**The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could vary from those estimates.

**Income Taxes-**The Company has elected to be taxed as a single member Limited Liability Company for income tax purposes. Income for the Company passes through directly to the member and is reported on the owner's individual income tax returns. Therefore, no provision or liability for federal or state income tax has been included in the financial statements.

**3. REVENUE RECOGNITION**

The Company will record revenue in accordance Accounting Standards Board ("FASB") and Accounting Standards Update ("ASU") No. 2014-09, Revenue from Contracts with Customers (Topic 606). The transaction price attributable to performance obligations will be recognized as the performance obligations are satisfied. The portion of the franchise fee, if any, that is not attributable to a distinct performance obligation will be amortized over the life of the related franchise agreements. Commissions paid for franchises will be amortized over the life of the franchise agreement.



**MADE IN THE SHADE BLINDS AND MORE, LLC**  
**NOTES TO FINANCIAL STATEMENTS**

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**4. CONTRACT LIABILITIES**

In compliance with the Financial Accounting Standards Board ("FASB") new accounting standards for revenue recognition ("Topic 606"), the Company records its non-refundable franchise fees, net of amounts earned based on allowable direct services, as deferred revenues, to be recognized over the life of the franchise agreement. The non-refundable franchise fees received but not yet earned as of December 31, 2024 and 2023, were \$4,068,343 and \$2,641,916, respectively.

**5. CONTRACT ASSETS**

In compliance with the Financial Accounting Standards Board ("FASB") new accounting standards for revenue recognition ("Topic 606"), the Company records its deferred commissions paid as prepaid to be recognized over the life of the franchise agreement. The deferred commissions as of December 31, 2024 and 2023, were \$768,650 and \$667,725, respectively.

**6. REBATES**

Designated suppliers make 3-5% rebate payment to the Company from franchisee purchases of window coverings. Revenues from these payments in the years ended December 31, 2024 and 2023, were \$1,262,797 and \$1,102,016, respectively.

**7. SUBSEQUENT EVENTS**

The Company evaluates events that have occurred after the balance sheet date but before the financial statements are issued. Based upon the evaluation, the Company did not identify any recognized or non-recognized subsequent events that would have required further adjustment or disclosure in the financial statements. Subsequent events have been evaluated through May 30, 2024, the date the financial statements were available to be issued.

**Made in the Shade Blinds and More, LLC**  
**FINANCIAL STATEMENTS**  
**DECEMBER 31, 2023**

**Made in the Shade Blinds and More, LLC**  
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# MUHAMMAD ZUBAIRY, CPA PC

Certified Public Accountant

646.327.7013

## INDEPENDENT AUDITOR'S REPORT

To the Shareholders of

Made in the Shade Blinds and More, LLC

### **Opinion**

We have audited the financial statements of Made in the Shade Blinds and More, LLC, which comprises the balance sheets as of December 31, 2023 and 2022 and the related statement of operations, and changes in shareholders' equity, and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the accompanying financial statements referred to above present fairly, in all material respects, the financial position of Made in the Shade Blinds and More, LLC as of December 31, 2023 and 2022, and the results of its operations and its cash flows for the for the years then ended, in accordance with accounting principles generally accepted in the United States of America.

### **Basis for Opinion**

We conducted our audits in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of Made in the Shade Blinds and More, LLC, and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### **Responsibilities of Management for the Financial Statements**

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about Made in the Shade Blinds and More, LLC ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

### **Auditor's Responsibilities for the Audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users made on the basis of these financial statements.

In performing an audit in accordance with GAAS, we:

Exercise professional judgment and maintain professional skepticism throughout the audit.

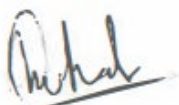
Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.

Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Made in the Shade Blinds and More, LLC internal control. Accordingly, no such opinion is expressed.

Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.

Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about Made in the Shade Blinds and More, LLC ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control-related matters that we identified during the audit.

A handwritten signature in dark ink, appearing to read 'Muhammad', with a horizontal line underneath it.

Muhammad Zubairy, CPA PC  
Westbury, NY  
May 30, 2024

**MADE IN THE SHADE BLINDS AND MORE, LLC**  
**BALANCE SHEETS**

	<u>ASSETS</u>	
	<u>YEARS ENDED DECEMBER 31</u>	
	<u>2023</u>	<u>2022</u>
<b>Current Assets</b>		
Cash	\$ 1,452,827	\$ 1,992,600
Accounts Receivable	—	156,000
Rebate receivable	238,236	286,297
Deposits	5,905	—
Contract assets	124,643	73,684
Total current assets	<u>1,821,611</u>	<u>2,508,581</u>
<b>Fixed assets, net</b>	215,265	17,980
<b>Contract assets- net of current</b>	<u>543,082</u>	<u>578,198</u>
<b>Total Assets</b>	<u><u>\$ 2,579,958</u></u>	<u><u>\$ 3,104,759</u></u>
 <u>LIABILITIES AND MEMBERS' EQUITY</u>		
<b>Liabilities</b>		
Accounts payable	2,152	11,072
Franchise fee deposit	14,800	—
Contract liabilities	623,214	432,367
Total current liabilities	<u>640,166</u>	<u>443,439</u>
<b>Contract liabilities, net of current</b>	2,018,702	2,368,804
<b>Members' Equity</b>	<u>(78,910)</u>	<u>292,516</u>
<b>Total Liabilities and Members' Equity</b>	<u><u>\$ 2,579,958</u></u>	<u><u>\$ 3,104,759</u></u>

See notes to financial statements

**MADE IN THE SHADE BLINDS AND MORE, LLC**  
**STATEMENTS OF OPERATIONS AND MEMBERS' EQUITY**

	<b>YEARS ENDED DECEMBER 31</b>	
	<b>2023</b>	<b>2022</b>
<b>Revenues</b>		
Franchise fees	\$ 893,779	\$ 438,151
Rebate	1,102,016	758,300
Other Income	26,566	472
<b>Total Revenues</b>	<b>2,022,361</b>	<b>1,196,923</b>
 <b>Operating expenses</b>	 <b>702,677</b>	 <b>593,569</b>
 <b>Operating Income</b>	 <b>1,319,684</b>	 <b>603,354</b>
 <b>Loss on Investment</b>	 <b>—</b>	 <b>(125,000)</b>
 <b>Net Income</b>	 <b>1,319,684</b>	 <b>478,354</b>
 <b>Members' Equity - Beginning</b>	 <b>292,516</b>	 <b>(70,218)</b>
 <b>Members' Contribution (Distribution)</b>	 <b>(1,691,110)</b>	 <b>(115,620)</b>
 <b>Members' Equity - Ending</b>	 <b>\$ (78,910)</b>	 <b>\$ 292,516</b>

See notes to financial statements

**MADE IN THE SHADE BLINDS AND MORE, LLC**  
**STATEMENT OF CASHFLOWS**

	<b>YEARS ENDED DECEMBER 31</b>	
	<b>2023</b>	<b>2022</b>
<b>Cash Flows from Operating Activities:</b>		
Net Income	\$ 1,319,684	478,354
Depreciation	20,276	6,583
Adjustments to reconcile net income to net cash provided by operating activities:		
Changes in assets and liabilities;		
Rebates receivable	48,061	(131,656)
Accounts receivable	156,000	(156,000)
Deposits	(5,905)	
Contract assets	(15,844)	(299,892)
Contract Liabilities	14,800	(57,233)
Accounts payable	(8,920)	(26,939)
Deferred freachise fees	(159,255)	926,164
	<u>1,368,897</u>	<u>739,381</u>
<b>Cash Flows from Investing Activates:</b>		
Fixed asset acquisition	(217,560)	—
	<u>(217,560)</u>	<u>—</u>
<b>Cash Flows from Financing Activates:</b>		
Prior period adjustment for ASC 606	—	—
Members' distribution	(1,691,110)	(115,620)
	<u>(1,691,110)</u>	<u>(115,620)</u>
<b>Net Increase in Cash</b>	<b>(539,773)</b>	<b>623,761</b>
<b>Cash - Beginning of Year</b>	<b>1,992,600</b>	<b>1,368,839</b>
<b>Cash - End of Year</b>	<b>\$ <u>1,452,827</u></b>	<b><u>1,992,600</u></b>

See notes to financial statements



**MADE IN THE SHADE BLINDS AND MORE, LLC**  
**NOTES TO FINANCIAL STATEMENTS**

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**1. THE COMPANY-** Made in the Shade Blinds and More, LLC offers the best window covering products in the industry with exceptional service and affordable prices.

**2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

**Basis of Accounting-**The accompanying financial statement has been prepared on an accrual basis of accounting in conformity with accounting principles generally accepted in the United States of America. Under the accrual method, revenues are recognized when earned and expenses are recognized when a liability is incurred, without regard to disbursement of cash.

**Franchise Arrangements-**The Company's franchise arrangements generally include a license which provides for payments of initial fees as well as ongoing fees for support. Under this arrangement, franchisees are granted the right to operate a window treatment store using the name and mark of "Made in the Shade Blinds and More, LLC" for a specified number of years.

**Concentration of Credit Risk-**Financial instruments that potentially expose the Company to concentration of credit risk primarily consist of cash and cash equivalents. As of December 31, 2023 and 2022, the balances in the Company's cash accounts exceeded the Federal Deposit Insurance Company's (FDIC) insurance limit of \$250,000 by \$1,202,827 and \$1,742,600 respectively. The Company maintains its cash and cash equivalents with accredited financial institutions.

**Use of Estimates-**The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could vary from those estimates.

**Income Taxes-**The Company has elected to be taxed as a single member Limited Liability Company for income tax purposes. Income for the Company passes through directly to the member and is reported on the owner's individual income tax returns. Therefore, no provision or liability for federal or state income tax has been included in the financial statements.

**3. REVENUE RECOGNITION**

The Company will record revenue in accordance Accounting Standards Board ("FASB") and Accounting Standards Update ("ASU") No. 2014-09, Revenue from Contracts with Customers (Topic 606). The transaction price attributable to performance obligations will be recognized as the performance obligations are satisfied. The portion of the franchise fee, if any, that is not attributable to a distinct performance obligation will be amortized over the life of the related franchise agreements. Commissions paid for franchises will be amortized over the life of the franchise agreement.

**MADE IN THE SHADE BLINDS AND MORE, LLC**  
**NOTES TO FINANCIAL STATEMENTS**

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**4. CONTRACT LIABILITIES**

In compliance with the Financial Accounting Standards Board ("FASB") new accounting standards for revenue recognition ("Topic 606"), the Company records its non-refundable franchise fees, net of amounts earned based on allowable direct services, as deferred revenues, to be recognized over the life of the franchise agreement. The non-refundable franchise fees received but not yet earned as of December 31, 2023, and 2022, were \$2,641,916 and \$2,801,171 respectively.

**5. CONTRACT ASSETS**

In compliance with the Financial Accounting Standards Board ("FASB") new accounting standards for revenue recognition ("Topic 606"), the Company records its deferred commissions paid as prepaid to be recognized over the life of the franchise agreement. The deferred commissions as of December 31, 2023, and 2022, were \$667,725 and \$651,882, respectively.

**6. REBATES**

Designated suppliers make 3-5% rebate payment to the Company from franchisee purchases of window coverings. Revenues from these payments in the years ended December 31, 2023 and 2022, were \$1,102,016 and \$758,300 respectively.

**7. SUBSEQUENT EVENTS**

The Company evaluates events that have occurred after the balance sheet date but before the financial statements are issued. Based upon the evaluation, the Company did not identify any recognized or non-recognized subsequent events that would have required further adjustment or disclosure in the financial statements. Subsequent events have been evaluated through May 30, 2024, the date the financial statements were available to be issued.

**EXHIBIT H**

**STATE ADDENDA TO THE DISCLOSURE DOCUMENT**

## **CALIFORNIA ADDENDUM TO THE DISCLOSURE DOCUMENT**

As to franchises governed by the California Franchise Investment Law, if any of the terms of the Disclosure Document are inconsistent with the terms below, the terms below control.

THE CALIFORNIA FRANCHISE INVESTMENT LAW REQUIRES THAT A COPY OF ALL PROPOSED AGREEMENTS RELATING TO THE SALE OF THE FRANCHISE BE DELIVERED TOGETHER WITH THE FRANCHISE DISCLOSURE DOCUMENT 14 DAYS PRIOR TO EXECUTION OF AGREEMENT.

The Special Risks page of the Disclosure Document is amended by adding the following:

Franchisees must sign a personal guarantee, making you and your spouse individually liable for your financial obligations under the agreement if you are married. The guarantee will place your and your spouse's marital and personal assets (including your house) at risk if your franchise fails.

Item 3 of the Disclosure Document is amended by adding the following paragraph:

Neither we nor any person or franchise broker in Item 2 of this disclosure document is subject to any currently effective order of any national securities association or national securities exchange, as defined in the Securities Exchange Act of 1934, 15 U.S.C.A. 78a et seq., suspending or expelling these persons from membership in this association or exchange.

Item 12 of the Disclosure Document is amended by adding the following paragraph:

You will not receive an exclusive territory. You may face competition from other franchisees, from outlets that we own, or from other channels of distribution or competitive brands that we control.

Item 17 of the Disclosure Document is amended by adding the following paragraphs:

California Business and Professions Code Sections 20000 through 20043 provide rights to the franchisee concerning termination, transfer, or non-renewal of a franchise. If the franchise agreement contains a provision that is inconsistent with the law, the law will control.

Item 17.g. of the Disclosure Document is modified to state that, in addition to the grounds for immediate termination specified in Item 17.h., the franchisor can terminate upon written notice and a 60 day opportunity to cure for a breach of the Franchise Agreement.

Item 17.h. of the Disclosure Document is modified to state that the franchisor can terminate immediately for insolvency, abandonment, mutual agreement to terminate, material misrepresentation, legal violation persisting 10 days after notice, repeated breaches, judgment, criminal conviction, monies owed to the franchisor more than 5 days past due, and imminent danger to public health or safety.

The franchise agreement requires application of the laws of Texas. This provision may not be enforceable under California law.

The franchise agreement contains a covenant not to compete which extends beyond the termination of the franchise. This provision may not be enforceable under California law.

SECTION 31125 OF THE FRANCHISE INVESTMENT LAW REQUIRES US TO GIVE TO YOU A DISCLOSURE DOCUMENT APPROVED BY THE COMMISSIONER OF FINANCIAL PROTECTION AND INNOVATION BEFORE WE ASK YOU TO CONSIDER A MATERIAL MODIFICATION OF YOUR FRANCHISE AGREEMENT.

YOU MUST SIGN A GENERAL RELEASE OF CLAIM IF YOU RENEW OR TRANSFER YOUR FRANCHISE. CALIFORNIA CORPORATIONS CODE §31512 VOIDS A WAIVER OF YOUR RIGHTS UNDER THE FRANCHISE INVESTMENT LAW (CALIFORNIA CODE §§31000 THROUGH 31516). BUSINESS AND PROFESSIONS CODE §20010 VOIDS A WAIVER OF YOUR RIGHTS UNDER THE FRANCHISE RELATIONS ACT (BUSINESS AND PROFESSIONS CODE §§20000 THROUGH 20043).

Our website is located at [www.MadeintheShade.com](http://www.MadeintheShade.com)

OUR WEBSITE HAS NOT BEEN REVIEWED OR APPROVED BY THE CALIFORNIA DEPARTMENT OF FINANCIAL PROTECTION AND INNOVATION. ANY COMPLAINTS CONCERNING THE CONTENT OF THIS WEBSITE MAY BE DIRECTED TO THE CALIFORNIA DEPARTMENT OF FINANCIAL PROTECTION AND INNOVATION AT [www.dfpi.ca.gov](http://www.dfpi.ca.gov).

In California, the highest interest rate allowed by law is 10% annually.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

**The registration of this franchise offering by the California Department of Financial Protection and Innovation does not constitute approval, recommendation, or endorsement by the commissioner.**

**HAWAII ADDENDUM  
TO THE DISCLOSURE DOCUMENT**

As to franchises governed by the Hawaii Franchise Investment Law, if any of the terms of the Disclosure Document are inconsistent with the terms below, the terms below control.

THESE FRANCHISES HAVE BEEN FILED UNDER THE FRANCHISE INVESTMENT LAW OF THE STATE OF HAWAII. FILING DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION OR ENDORSEMENT BY THE DIRECTOR OF COMMERCE AND CONSUMER AFFAIRS OR A FINDING BY THE DIRECTOR OF COMMERCE AND CONSUMER AFFAIRS THAT THE INFORMATION PROVIDED HEREIN IS TRUE, COMPLETE AND NOT MISLEADING.

THE FRANCHISE INVESTMENT LAW MAKES IT UNLAWFUL TO OFFER OR SELL ANY FRANCHISE IN THIS STATE WITHOUT FIRST PROVIDING TO THE PROSPECTIVE FRANCHISEE, OR SUBFRANCHISOR, AT LEAST SEVEN DAYS PRIOR TO THE EXECUTION BY THE PROSPECTIVE FRANCHISEE OF ANY BINDING FRANCHISE OR OTHER AGREEMENT, OR AT LEAST SEVEN DAYS PRIOR TO THE PAYMENT OF ANY CONSIDERATION BY THE FRANCHISEE, OR SUBFRANCHISOR, WHICHEVER OCCURS FIRST, A COPY OF THE DISCLOSURE DOCUMENT, TOGETHER WITH A COPY OF ALL PROPOSED AGREEMENTS RELATING TO THE SALE OF THE FRANCHISE.

THIS DISCLOSURE DOCUMENT CONTAINS A SUMMARY ONLY OF CERTAIN MATERIAL PROVISIONS OF THE FRANCHISE AGREEMENT. THE CONTRACT OR AGREEMENT SHOULD BE REFERRED TO FOR A STATEMENT OF ALL RIGHTS, CONDITIONS, RESTRICTIONS AND OBLIGATIONS OF BOTH THE FRANCHISOR AND THE FRANCHISEE.

Registered agent in the state authorized to receive service of process:

Commissioner of Securities of the State of Hawaii  
Department of Commerce and Consumer Affairs  
Business Registration Division  
Securities Compliance Branch  
335 Merchant Street, Room 203  
Honolulu, HI 96813

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

**Initial Fee Deferral:**

Item 5 of the FDD is amended to also include the following: “We defer the payment of all initial fees paid by you to us until we have performed all pre-opening obligations and you are open for business.”

## **ILLINOIS ADDENDUM TO THE DISCLOSURE DOCUMENT**

As to franchises governed by the Illinois Franchise Disclosure Act, if any of the terms of the Disclosure Document are inconsistent with the terms below, the terms below control.

1. Item 17.u. is modified to provide that you must arbitrate claims against us.
2. Item 17.v. is modified to provide that arbitration shall take place in the location of our corporate headquarters.
3. Item 17.w. is modified to provide that Illinois law applies.
4. Any condition, stipulation, or provision of the Franchise Agreement purporting to bind you to waive compliance with any provision of the Illinois Franchise Disclosure Act or any other law of the State of Illinois is void.
5. The conditions under which your Franchise Agreement can be terminated and your rights upon nonrenewal may be affected by Sections 19 and 20 of the Illinois Franchise Disclosure Act.
6. In conformance with Section 4 of the Illinois Franchise Disclosure Act, any provision in a franchise agreement that designates jurisdiction and venue in a forum outside of the State of Illinois is void. However, a franchise agreement may provide for arbitration to take place outside of Illinois.
1. No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.
8. Initial Fee Deferral. Item 5 of the Disclosure Document is modified to also provide that we defer collection of all initial fees until we have satisfied our pre-opening obligations to you and you have commenced doing business under the Franchise Agreement. The Illinois Attorney General's Office imposed this deferral requirement due to our financial condition.

## **MARYLAND ADDENDUM TO THE DISCLOSURE DOCUMENT**

As to franchises governed by the Maryland Franchise Registration and Disclosure Law, if any of the terms of the Disclosure Document are inconsistent with the terms below, the terms below control.

1. Item 17.b. is modified to also provide, “The general release required as a condition of renewal, sale, and/or assignment/transfer shall not apply to any liability under the Maryland Franchise Registration and Disclosure Law.

2. Item 17.u. is modified to also provide, “This franchise agreement provides that disputes are resolved through arbitration. A Maryland franchise regulation states that it is an unfair or deceptive practice to require a franchisee to waive its right to file a lawsuit in Maryland claiming a violation of the Maryland Franchise Law. In light of the Federal Arbitration Act, there is some dispute as to whether this forum selection requirement is legally enforceable.”

3. Item 17.v. is modified to also provide, “Any claims arising under the Maryland Franchise Registration and Disclosure Law must be brought within 3 years after the grant of the franchise.”

4. No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

5. Initial Fee Deferral. Item 5 of the Disclosure Document is amended to also provide: “Based upon the franchisor’s financial condition, the Maryland Securities Commissioner has required a financial assurance. Therefore, all initial fees and payments owed by franchisees shall be deferred until the franchisor completes its pre-opening obligations under the franchise agreement.”



## **MINNESOTA ADDENDUM TO THE DISCLOSURE DOCUMENT**

As to franchises governed by the Minnesota franchise laws, if any of the terms of the Disclosure Document are inconsistent with the terms below, the terms below control.

- Minn. Stat. §80C.21 and Minn. Rule 2860.4400(J) prohibit the franchisor from requiring litigation to be conducted outside Minnesota, requiring waiver of a jury trial, or requiring the franchisee to consent to liquidated damages, termination penalties or judgment notes. In addition, nothing in the Franchise Disclosure Document or agreements can abrogate or reduce (1) any of the franchisee's rights as provided for in Minnesota Statutes, Chapter 80C, or (2) franchisee's rights to any procedure, forum, or remedies provided for by the laws of the jurisdiction.
- With respect to franchises governed by Minnesota law, the franchisor will comply with Minn. Stat. Sec. 80C.14 Subds. 3, 4, and 5 which require (except in certain specified cases), that a franchisee be given 90 days' notice of termination (with 60 days to cure) and 180 days' notice for non-renewal of the franchise agreement and that consent to the transfer of the franchise will not be unreasonably withheld.
- The franchisor will protect the franchisee's rights to use the trademarks, service marks, trade names, logotypes or other commercial symbols or indemnify the franchisee from any loss, costs or expenses arising out of any claim, suit or demand regarding the use of the name.
- Minnesota considers it unfair to not protect the franchisee's right to use the trademarks. Refer to Minnesota Statutes 80C.12, Subd. 1(g).
- Minnesota Rules 2860.4400(D) prohibits a franchisor from requiring a franchisee to assent to a general release.
- The franchisee cannot consent to the franchisor obtaining injunctive relief. The franchisor may seek injunctive relief. See Minn. Rules 2860.4400J.

Also, a court will determine if a bond is required.

The Limitations of Claims section must comply with Minnesota Statutes, Section 80C.17, Subd. 5.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

## **NEW YORK ADDENDUM TO THE DISCLOSURE DOCUMENT**

As to franchises governed by the New York franchise laws, if any of the terms of the Disclosure Document are inconsistent with the terms below, the terms below control.

1. The following information is added to the cover page of the Franchise Disclosure Document:

**THE FRANCHISOR MAY, IF IT CHOOSES, NEGOTIATE WITH YOU ABOUT ITEMS COVERED IN THE DISCLOSURE DOCUMENT. HOWEVER, THE FRANCHISOR CANNOT USE THE NEGOTIATING PROCESS TO PREVAIL UPON A PROSPECTIVE FRANCHISEE TO ACCEPT TERMS WHICH ARE LESS FAVORABLE THAN THOSE SET FORTH IN THIS FRANCHISE DISCLOSURE DOCUMENT.**

2. The following is added at the end of Item 3:

Except as provided above, with regard to the franchisor, its predecessor, a person identified in Item 2, or an affiliate offering franchises under the franchisor's principal trademark:

A. No such party has an administrative, criminal or civil action pending against that person alleging: a felony, a violation of a franchise, antitrust or securities law, fraud, embezzlement, fraudulent conversion, misappropriation of property, unfair or deceptive practices or comparable civil or misdemeanor allegations.

B. No such party has pending actions, other than routine litigation incidental to the business, which are significant in the context of the number of franchisees and the size, nature or financial condition of the franchise system or its business operations.

C. No such party has been convicted of a felony or pleaded nolo contendere to a felony charge or, within the 10 year period immediately preceding the application for registration, has been convicted of or pleaded nolo contendere to a misdemeanor charge or has been the subject of a civil action alleging: violation of a franchise, antifraud or securities law, fraud, embezzlement, fraudulent conversion or misappropriation of property, or unfair or deceptive practices or comparable allegations.

D. No such party is subject to a currently effective injunctive or restrictive order or decree relating to the franchise, or under a Federal, State or Canadian franchise, securities, antitrust, trade regulation or trade practice law, resulting from a concluded or pending action or proceeding brought by a public agency, or is subject to any currently effective order of any national securities association or national securities exchange, as defined in the Securities and Exchange Act of 1934, suspending or expelling such person from membership in such association or exchange; or is subject to a currently effective injunctive or restrictive order relating to any other business activity as a result of an action brought by a public agency or department, including, without limitation, actions affecting a license as a real estate broker or sales agent.

3. The following is added to the end of the "Summary" sections of Item 17(c), titled **"Requirements for franchisee to renew or extend,"** and Item 17(m), entitled **"Conditions for franchisor approval of transfer"**:

However, to the extent required by applicable law, all rights you enjoy and any causes of action arising in your favor from the provisions of Article 33 of the General Business Law of the State of New York and the regulations issued thereunder shall remain in force; it being the intent of this proviso that the non-waiver provisions of General Business Law Sections 687.4 and 687.5 be satisfied.

4. The following language replaces the “Summary” section of Item 17(d), titled **“Termination by franchisee”**:

You may terminate the agreement on any grounds available by law.

5. The following is added to the end of the “Summary” sections of Item 17(v), titled **“Choice of forum,”** and Item 17(w), titled **“Choice of law”**:

The foregoing choice of law should not be considered a waiver of any right conferred upon the franchisor or upon the franchisee by Article 33 of the General Business Law of the State of New York.

6. Franchise Questionnaires and Acknowledgements--No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

7. Receipts--Any sale made must be in compliance with § 683(8) of the Franchise Sale Act (N.Y. Gen. Bus. L. § 680 et seq.), which describes the time period a Franchise Disclosure Document (offering prospectus) must be provided to a prospective franchisee before a sale may be made. New York law requires a franchisor to provide the Franchise Disclosure Document at the earlier of the first personal meeting, ten (10) business days before the execution of the franchise or other agreement, or the payment of any consideration that relates to the franchise relationship.

**NORTH DAKOTA ADDENDUM  
TO THE DISCLOSURE DOCUMENT**

As to franchises governed by the North Dakota franchise laws, if any of the terms of the Disclosure Document are inconsistent with the terms below, the terms below control.

**Restrictive Covenants:** To the extent that covenants not to compete apply to periods after the term of the franchise agreement, they are generally unenforceable under North Dakota law.

**Applicable Laws:** North Dakota law will govern the franchise agreement.

**Waiver of Trial by Jury:** Any waiver of a trial by jury will not apply to North Dakota Franchises.

**Waiver of Exemplary & Punitive Damages:** Any waiver of punitive damages will not apply to North Dakota Franchisees.

**General Release:** Any requirement that the franchisee sign a general release upon renewal of the franchise agreement does not apply to franchise agreements covered under North Dakota law.

**Enforcement of Agreement:** Any requirement in the Franchise Agreement that requires the franchisee to pay all costs and expenses incurred by the franchisor in enforcing the agreement is void. Instead, the prevailing party in any enforcement action is entitled to recover all costs and expenses including attorney's fees.

**RHODE ISLAND ADDENDUM  
TO THE DISCLOSURE DOCUMENT**

As to franchises governed by the Rhode Island Franchise Investment Act, if any of the terms of the Disclosure Document are inconsistent with the terms below, the terms below control.

Item 17.m. of the Disclosure Document is revised to provide:

Section 19-28.1-14 of the Rhode Island Franchise Investment Act prohibits a franchisee to be restricted in choice of jurisdiction or venue. To the extent any such restriction is purported to be required by us, it is void with respect to all franchisees governed under the laws of Rhode Island.

Item 17.w. of the Disclosure Document is revised to provide:

Rhode Island law applies.

**VIRGINIA ADDENDUM  
TO THE DISCLOSURE DOCUMENT**

As to franchises governed by the Virginia Retail Franchising Act, if any of the terms of the Disclosure Document are inconsistent with the terms below, the terms below control.

1. In recognition of the restrictions contained in Section 13.1-564 of the Virginia Retail Franchising Act, the Franchise Disclosure Document is amended as follows:

Additional Disclosure: The following statements are added to Item 17.h.

Pursuant to Section 13.1-564 of the Virginia Retail Franchising Act, it is unlawful for a franchisor to cancel a franchise without reasonable cause. If any ground for default or termination stated in the franchise agreement does not constitute “reasonable cause,” as that term may be defined in the Virginia Retail Franchising Act or the laws of Virginia, that provision may not be enforceable.

2 No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

## **WASHINGTON ADDENDUM TO THE DISCLOSURE DOCUMENT**

The provisions of this Addendum form an integral part of, are incorporated into, and modify the Franchise Disclosure Document, the franchise agreement, and all related agreements regardless of anything to the contrary contained therein. This Addendum applies if: (a) the offer to sell a franchise is accepted in Washington; (b) the purchaser of the franchise is a resident of Washington; and/or (c) the franchised business that is the subject of the sale is to be located or operated, wholly or partly, in Washington.

1. **Conflict of Laws.** In the event of a conflict of laws, the provisions of the Washington Franchise Investment Protection Act, chapter 19.100 RCW will prevail.

2. **Franchisee Bill of Rights.** RCW 19.100.180 may supersede provisions in the franchise agreement or related agreements concerning your relationship with the franchisor, including in the areas of termination and renewal of your franchise. There may also be court decisions that supersede the franchise agreement or related agreements concerning your relationship with the franchisor. Franchise agreement provisions, including those summarized in Item 17 of the Franchise Disclosure Document, are subject to state law.

3. **Site of Arbitration, Mediation, and/or Litigation.** In any arbitration or mediation involving a franchise purchased in Washington, the arbitration or mediation site will be either in the state of Washington, or in a place mutually agreed upon at the time of the arbitration or mediation, or as determined by the arbitrator or mediator at the time of arbitration or mediation. In addition, if litigation is not precluded by the franchise agreement, a franchisee may bring an action or proceeding arising out of or in connection with the sale of franchises, or a violation of the Washington Franchise Investment Protection Act, in Washington.

4. **General Release.** A release or waiver of rights in the franchise agreement or related agreements purporting to bind the franchisee to waive compliance with any provision under the Washington Franchise Investment Protection Act or any rules or orders thereunder is void except when executed pursuant to a negotiated settlement after the agreement is in effect and where the parties are represented by independent counsel, in accordance with RCW 19.100.220(2). In addition, any such release or waiver executed in connection with a renewal or transfer of a franchise is likewise void except as provided for in RCW 19.100.220(2).

5. **Statute of Limitations and Waiver of Jury Trial.** Provisions contained in the franchise agreement or related agreements that unreasonably restrict or limit the statute of limitations period for claims under the Washington Franchise Investment Protection Act, or rights or remedies under the Act such as a right to a jury trial, may not be enforceable.

6. **Transfer Fees.** Transfer fees are collectable only to the extent that they reflect the franchisor's reasonable estimated or actual costs in effecting a transfer.

7. **Termination by Franchisee.** The franchisee may terminate the franchise agreement under any grounds permitted under state law.

8. **Certain Buy-Back Provisions.** Provisions in franchise agreements or related agreements that permit the franchisor to repurchase the franchisee's business for any reason during the term of the franchise agreement without the franchisee's consent are unlawful pursuant to RCW 19.100.180(2)(j), unless the franchise is terminated for good cause.

9. **Fair and Reasonable Pricing.** Any provision in the franchise agreement or related agreements that requires the franchisee to purchase or rent any product or service for more than a fair and reasonable price is unlawful under RCW 19.100.180(2)(d).

10. **Waiver of Exemplary & Punitive Damages.** RCW 19.100.190 permits franchisees to seek treble damages under certain circumstances. Accordingly, provisions contained in the franchise agreement or elsewhere requiring franchisees to waive exemplary, punitive, or similar damages are void, except when executed pursuant to a negotiated settlement after the agreement is in effect and where the parties are represented by independent counsel, in accordance with RCW 19.100.220(2).

11. **Franchisor's Business Judgement.** Provisions in the franchise agreement or related agreements stating that the franchisor may exercise its discretion on the basis of its reasonable business judgment may be limited or superseded by RCW 19.100.180(1), which requires the parties to deal with each other in good faith.

12. **Indemnification.** Any provision in the franchise agreement or related agreements requiring the franchisee to indemnify, reimburse, defend, or hold harmless the franchisor or other parties is hereby modified such that the franchisee has no obligation to indemnify, reimburse, defend, or hold harmless the franchisor or any other indemnified party for losses or liabilities to the extent that they are caused by the indemnified party's negligence, willful misconduct, strict liability, or fraud.

13. **Attorneys' Fees.** If the franchise agreement or related agreements require a franchisee to reimburse the franchisor for court costs or expenses, including attorneys' fees, such provision applies only if the franchisor is the prevailing party in any judicial or arbitration proceeding.

14. **Noncompetition Covenants.** Pursuant to RCW 49.62.020, a noncompetition covenant is void and unenforceable against an employee, including an employee of a franchisee, unless the employee's earnings from the party seeking enforcement, when annualized, exceed \$100,000 per year (an amount that will be adjusted annually for inflation). In addition, a noncompetition covenant is void and unenforceable against an independent contractor of a franchisee under RCW 49.62.030 unless the independent contractor's earnings from the party seeking enforcement, when annualized, exceed \$250,000 per year (an amount that will be adjusted annually for inflation). As a result, any provision contained in the franchise agreement or elsewhere that conflicts with these limitations is void and unenforceable in Washington.

15. **Nonsolicitation Agreements.** RCW 49.62.060 prohibits a franchisor from restricting, restraining, or prohibiting a franchisee from (i) soliciting or hiring any employee of a franchisee of the same franchisor or (ii) soliciting or hiring any employee of the franchisor. As a result, any such provisions contained in the franchise agreement or elsewhere are void and unenforceable in Washington.

16. **Questionnaires and Acknowledgments.** No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

17. **Prohibitions on Communicating with Regulators.** Any provision in the franchise agreement or related agreements that prohibits the franchisee from communicating with or complaining to regulators is inconsistent with the express instructions in the Franchise Disclosure Document and is unlawful under RCW 19.100.180(2)(h).



18. **Advisory Regarding Franchise Brokers.** Under the Washington Franchise Investment Protection Act, a “franchise broker” is defined as a person that engages in the business of the offer or sale of franchises. A franchise broker represents the franchisor and is paid a fee for referring prospects to the franchisor and/or selling the franchise. If a franchisee is working with a franchise broker, franchisees are advised to carefully evaluate any information provided by the franchise broker about a franchise.

#### Initial Fee Deferral

Item 5 of the Franchise Disclosure Document is modified to add the following:

“In lieu of an impound of franchise fees, the Franchisor will not require or accept the payment of any initial franchise fees until the franchisee has (a) received all initial training that it is entitled to under the franchise agreement or offering circular, and (b) is open for business.”

**WISCONSIN ADDENDUM  
TO THE DISCLOSURE DOCUMENT**

As to franchises governed by the Wisconsin Fair Dealership Law, if any of the terms of the Disclosure Document are inconsistent with the terms below, the terms below control.

1. Item 17 is modified to also provide,

If the franchise agreement contains any provisions that conflict with the Wisconsin Fair Dealership Law, the provisions of this Addendum shall prevail to the extent of such conflict.

With respect to franchises governed by Wisconsin law, the Wisconsin Fair Dealership Law applies to most, if not all, franchise agreements and prohibits the termination, cancellation, non-renewal or the substantial change of the competitive circumstances of a dealership agreement without good cause. That Law further provides that 90 days' prior written notice of a proposed termination, etc. must be given to the dealer. The dealer has 60 days to cure the deficiency and if the deficiency is cured, the notice is void.

**EXHIBIT I**  
**STATE EFFECTIVE DATES**

The following states have franchise laws that require that the Franchise Disclosure Document be registered or filed with the state, or be exempt from registration: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington and Wisconsin.

This document is effective and may be used in the following states, where the document is filed, registered or exempt from registration, as of the Effective Date stated below

<b>State</b>	<b>Effective Date</b>
California	Pending
Hawaii	Pending
Illinois	Pending
Indiana	Pending
Maryland	Pending
Michigan	Pending
Minnesota	Pending
New York	Pending
North Dakota	Pending
Rhode Island	Pending
South Dakota	Pending
Virginia	Pending
Washington	Pending
Wisconsin	Pending

Other states may require registration, filing, or exemption of a franchise under other laws, such as those that regulate the offer and sale of business opportunities or seller-assisted marketing plans.

**EXHIBIT J**  
**RECEIPT**

This disclosure document summarizes certain provisions of the franchise agreement and other information in plain language. Read this disclosure document and all agreements carefully.

If Made in the Shade Blinds and More LLC offers you a franchise, we must provide this disclosure document to you 14 calendar days before you sign a binding agreement with, or make a payment to, us or an affiliate in connection with the proposed franchise sale.

Iowa requires that we give you this Disclosure Document at the earlier of the first personal meeting or 14 calendar days before you sign a binding agreement with, or make a payment to, the franchisor or an affiliate in connection with the proposed franchise sale.

Michigan requires that we give you this Disclosure Document at least 10 business days before the execution of any binding franchise or other agreement or the payment of any consideration, whichever occurs first.

New York requires that we give you this Disclosure Document at the earlier of the first personal meeting or 10 business days before the execution of the franchise or other agreement or the payment of any consideration that relates to the franchise relationship.

If Made in the Shade Blinds and More LLC does not deliver this disclosure document on time or if it contains a false or misleading statement, or a material omission, a violation of federal law and state law may have occurred and should be reported to the Federal Trade Commission, Washington, D.C. 20580 and any applicable state agency as listed in Exhibit A to this disclosure document.

The franchisor is Made in the Shade Blinds and More LLC, 2523 Boardwalk St, San Antonio, TX 78217; telephone 1-800-764-3521.

Issuance Date: April 28, 2025

The name, principal business address, and telephone number of each franchise seller offering the franchise follow:

<b>Name</b>	<b>Principal Business Address</b>	<b>Telephone Number</b>
Joshua Morse	2523 Boardwalk St, San Antonio, TX 78217	1-800-764-3521
Lori Tobia	2523 Boardwalk St, San Antonio, TX 78217	726-204-4779

The Franchisor authorizes the respective state agencies identified on Exhibit A to receive service of process for it in the particular state.

I received a disclosure document dated April 28, 2025 that included the following Exhibits:

EXHIBIT A	LIST OF STATE ADMINISTRATORS AND AGENTS FOR SERVICE OF PROCESS
EXHIBIT B	FRANCHISE AGREEMENT, INCLUDING SCHEDULES
Schedule 1	Principals' Guaranty and Assumption Agreement
Schedule 2	Reserved
Schedule 3	Selected Terms: Initial Franchise Fee, Deposit, Territory, Office Location, and Opening Date
Schedule 4	Statement of Ownership Interests and Management Information
Schedule 5	Definitions
Schedule 6	Secured Promissory Note
Schedule 7	Security Agreement
Schedule 8	State Addenda to the Franchise Agreement
EXHIBIT C	LIST OF FRANCHISEES
EXHIBIT D	LIST OF FRANCHISEES WHO HAVE LEFT THE SYSTEM
EXHIBIT E	MANUAL TABLE OF CONTENTS
EXHIBIT F	GENERAL RELEASE
EXHIBIT G	FINANCIAL STATEMENTS
EXHIBIT H	STATE ADDENDA TO THE DISCLOSURE DOCUMENT
EXHIBIT I	STATE EFFECTIVE DATES
EXHIBIT J	RECEIPTS

By:\_\_\_\_\_

Name:\_\_\_\_\_

Date:\_\_\_\_\_

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By:\_\_\_\_\_

Name:\_\_\_\_\_

Date:\_\_\_\_\_