

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

ADMINISTRATIVE PROCEEDINGS RULINGS

Release No. 4845/June 2, 2017

ADMINISTRATIVE PROCEEDING

File No. 3-17990

In the Matter of

DIGITAL BRAND MEDIA & MARKETING
GROUP, INC., and
INTELLICELL BIOSCIENCES, INC.

ORDER TO SHOW CAUSE

Respondents' answers to the Securities and Exchange Commission's order instituting proceedings (OIP) were due by May 31, 2017. *Dig. Brand Media & Mktg. Grp., Inc.*, Admin. Proc. Rulings Release No. 4817, 2017 SEC LEXIS 1500 (ALJ May 23, 2017). To date, Respondents have not answered the OIP.

Accordingly, it is ORDERED that Respondents SHOW CAUSE by June 12, 2017, why this proceeding should not be determined against them due to their failures to file answers or otherwise defend this proceeding. If Respondents fail to respond to this order and fail to file their answers, they will be deemed in default, the proceeding will be determined against them, and the registrations of their securities will be revoked. *See* OIP at 3; 17 C.F.R. §§ 201.155(a)(2), .220(f).

Jason S. Patil
Administrative Law Judge