

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

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No. 4850/June 2, 2017

ADMINISTRATIVE PROCEEDING
File No. 3-17990

In the Matter of

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

ORDER RESCINDING ORDER
TO SHOW CAUSE AS TO
DIGITAL BRAND MEDIA &
MARKETING GROUP, INC.

The order to show cause, *Dig. Brand Media & Mktg. Grp., Inc.*, Admin. Proc. Rulings Release No. 4845 (ALJ June 2, 2017), is RESCINDED as to Respondent Digital Brand Media & Marketing Group, Inc. After I issued the order, the Division of Enforcement forwarded to my office a copy of Digital Brand Media's answer to the order instituting proceedings, which Digital Brand Media evidently submitted—but did not file with the Office of the Secretary as required by Commission Rule of Practice 151, 17 C.F.R. § 201.151—some time prior to the order to show cause.

Jason S. Patil
Administrative Law Judge