

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

Administrative Proceedings Rulings  
Release No. 4943 / August 3, 2017

Administrative Proceeding  
File No. 3-17990

In the Matter of

**Digital Brand Media & Marketing  
Group, Inc., and  
Intellicell Biosciences, Inc.**

**Order Following Prehearing  
Conference**

Yesterday, I held a final telephonic prehearing conference, at which counsel for the Division of Enforcement and for Respondent Digital Brand Media & Marketing Group, Inc., appeared. I DENIED Respondent's request for an adjournment of the hearing, as the parties agreed to the August 9, 2017, hearing date nearly six weeks ago. However, based on Respondent's counsel's representations that he did not receive the Division's motion for summary disposition, I GRANTED Respondent's request to DEFER oral argument on the motion. Because Respondent's counsel also represented that he had not received subpoenas that I signed on July 10, 2017, I ordered the Division to re-transmit those subpoenas, in addition to the motion for summary disposition and all of its supporting documents, to Respondent's counsel by the close of business yesterday.

In addition, it is ORDERED that the following actions occur by the close of business on the following dates:

August 4, 2017: Respondent's counsel to inform the Division and my office whether Messrs. Reggie James and Neil Gray, who are officers or directors of Respondent living abroad, will make themselves available to provide hearing testimony telephonically on August 9 or 10, 2017.

August 7, 2017: Respondent to produce documents as requested in subpoenas.

Respondent's counsel to inform the Division and my office *as soon as possible* and no later than close of business August 7, 2017, whether, to the best of his knowledge, Ms. Linda Perry, who is under subpoena to testify, will appear at the hearing.

Given the possibility that no corporate representative of Respondent will appear at the hearing, the Division may submit a letter providing legal authority for its request to shift the costs of its witnesses' attendance to Respondent.

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Jason S. Patil  
Administrative Law Judge