UNITED STATES OF AMERICA Before the SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934 Release No. 82294 / December 12, 2017

ADMINISTRATIVE PROCEEDING File No. 3-18307

In the Matter of

WILLIAM J. PEIFFER, Esq.,

Respondent.

ORDER INSTITUTING ADMINISTRATIVE PROCEEDINGS PURSUANT TO RULE 102(e) OF THE COMMISSION'S RULES OF

PRACTICE, MAKING FINDINGS, AND IMPOSING REMEDIAL SANCTIONS

I.

:

The Securities and Exchange Commission ("Commission") deems it appropriate and in the public interest that public administrative proceedings be, and hereby are, instituted against William J. Peiffer ("Respondent" or "Peiffer") pursuant to Rule 102(e)(3)(i) of the Commission's Rules of Practice.

II.

In anticipation of the institution of these proceedings, Respondent has submitted an Offer of Settlement (the "Offer") which the Commission has determined to accept. Solely for the purpose of these proceedings and any other proceedings brought by or on behalf of the Commission, or to which the Commission is a party, and without admitting or denying the findings herein except as to the Commission's jurisdiction over him and the subject matter of these proceedings and the findings contained in Section III(2) below which are admitted, Respondent consents to the entry of this Order Instituting Administrative Proceedings Pursuant to Rule 102(e) of the Commission's Rules of Practice, Making Findings, and Imposing Remedial Sanctions ("Order"), as set forth below.

III.

On the basis of this Order and Respondent's Offer, the Commission finds that:

- 1. Peiffer, age 63, resides in Haddonfield, New Jersey. Peiffer is a member of the New Jersey State Bar. Peiffer has served as Enviro Board Corporation's ("Enviro Board") general counsel from the company's inception. Peiffer has never held any securities licenses and is not registered with the Commission in any capacity.
- 2. On August 26, 2016, the Commission filed a complaint against Peiffer in <u>SEC v. Enviro Board Corporation</u>, et al. (Civil Action No. 2:16-cv-06427), in the United States District Court for the Central District of California. On December 6, 2017, the court entered an order permanently enjoining Peiffer by consent, from future violations of Sections 17(a) of the Securities Act of 1933, and Section 10(b) of the Securities Exchange Act of 1934 and Rule 10b-5 thereunder.
- 3. The Commission's complaint alleged that Peiffer, Enviro Board's co-chairman, co-chief executive officer, and general counsel, participated in a fraudulent and unregistered securities offering by the company. The complaint further alleged that Enviro Board intended to profit from its proprietary mill technology, which recycled agricultural waste fiber into low-cost, environmentally-friendly building materials. According to the Commission's complaint, Enviro Board had consistently failed to successfully commercialize its technology. The complaint further alleged that Peiffer and Enviro Board raised funds from investors through misleading financial projections and other misrepresentations about the status of the company's commercialization efforts.

IV.

In view of the foregoing, the Commission deems it appropriate and in the public interest to impose the sanction agreed to in Respondent Peiffer's Offer.

Accordingly, it is hereby ORDERED pursuant to Rule 102(e)(3)(i) of the Commission's Rules of Practice, effective immediately, that:

Peiffer is suspended from appearing or practicing before the Commission as an attorney.

By the Commission.

Brent J. Fields Secretary