

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C.

SECURITIES EXCHANGE ACT OF 1934

Release No. 87042 / September 20, 2019

Admin. Proc. File No. 3-18764

In the Matter of
MEDPRO SAFETY PRODUCTS, INC.,
MINDPIX CORP.,
ONE2ONE LIVING CORP., AND
WILD CRAZE, INC.

OPINION OF THE COMMISSION AS TO MEDPRO SAFETY PRODUCTS, INC.

SECTION 12(j) PROCEEDING

Grounds for Remedial Action

Failure to Comply with Periodic Filing Requirements

Company failed to file periodic reports in violation of Section 13(a) of the Securities Exchange Act of 1934 and Exchange Act Rules 13a-1 and 13a-13. *Held*, it is in the public interest to revoke the registration of the company's securities.

APPEARANCES:

Robert H. Schroeder and Neil J. Welch, Jr. for the Division of Enforcement.

Respondent MedPro Safety Products, Inc. (“Respondent”), an issuer with a class of securities registered with the Commission pursuant to Section 12(g) of the Securities Exchange Act of 1934, filed an answer to an order instituting proceedings (the “OIP”) alleging that it did not file required periodic reports.¹ On April 15, 2019, however, counsel for Respondent filed a statement with the Commission stating that Respondent “no longer has any operations and management and withdraws its response in this matter.” Subsequently, the Division of Enforcement filed a motion for the Commission to find Respondent in default, deem the OIP’s allegations as true, and revoke the registration of Respondent’s securities. As part of its motion, the Division represents that Respondent “no longer contest[s] the proceeding against it or oppose[s]” revocation of its securities. Respondent has not responded to the Division’s motion, which we have determined to grant. We now find Respondent to be in default, deem the allegations of the OIP to be true, and revoke the registration of its securities.

I. Background

The Commission issued the OIP against Respondent pursuant to Exchange Act Section 12(j). Section 12(j) authorizes the Commission as it deems necessary or appropriate for the protection of investors to suspend for a period not exceeding 12 months, or to revoke, the registration of a security if the Commission finds, on the record after notice and opportunity for hearing, that the issuer of such security has failed to comply with any provision of the Exchange Act or the rules and regulations thereunder.²

As explained in the OIP, Exchange Act Section 13(a) and the rules promulgated thereunder require issuers of securities registered pursuant to Exchange Act Section 12 to file with the Commission current and accurate information in periodic reports.³ The periodic reports are required to be filed even if the registration is voluntary under Section 12(g).⁴ Specifically, Rule 13a-1 requires issuers to file annual reports, and Rule 13a-13 generally requires domestic issuers to file quarterly reports.⁵ These requirements are imposed “for the proper protection of

¹ *MedPro Safety Prods., Inc.*, Exchange Act Release No. 84121, 2018 WL 4382859 (Sept. 13, 2018). The OIP also instituted proceedings against three other respondents, and we previously issued an opinion revoking the registration of the securities of those respondents. *MedPro Safety Prods., Inc.*, Exchange Act Release No. 86242, 2019 WL 2725299 (June 28, 2019).

² 15 U.S.C. § 78l(j).

³ 15 U.S.C. §§ 78m(a), 78l, 78l(g).

⁴ *Id.*

⁵ 17 C.F.R. §§ 240.13a-1, .13a-13.

investors and to insure fair dealing” in an issuer’s securities.⁶ A violation of these provisions does not require scienter.⁷

The OIP alleges that Respondent is delinquent in its periodic filings with the Commission because it has repeatedly failed to meet its obligations to file timely periodic reports. The OIP further alleges that Respondent also failed to heed delinquency letters sent to it by the Division of Corporation Finance requesting compliance with its periodic filing obligations or, by failing to maintain a valid address on file with the Commission, did not receive such letters.

Specifically, the OIP alleges that Respondent (CIK No. 1364896) is a revoked Nevada corporation located in Lexington, Kentucky, with a class of securities registered with the Commission pursuant to Exchange Act Section 12(g). Respondent is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-Q for the period ended September 30, 2013, which reported a net loss from operations of \$755,393 for the prior three months. As of August 28, 2018, Respondent’s common stock (symbol “MPSP”) was quoted on OTC Link, had four market makers, and was eligible for the “piggyback” exception of Exchange Act Rule 15c2-11(f)(3).⁸

The OIP directed Respondent to file an answer to the allegations contained therein within ten days after service, as provided by Commission Rule of Practice 220(b).⁹ The OIP informed Respondent that if it failed to answer, it may be deemed in default, the proceedings may be determined against it upon consideration of the OIP, and the allegations in the OIP may be deemed to be true as provided in the Rules of Practice.¹⁰

II. Analysis

A. We hold Respondent in default, deem the OIP’s allegations to be true, and find that Respondent violated the Exchange Act by failing to file required periodic reports.

Rule of Practice 220(f) provides that “[i]f a respondent fails to file an answer required by this rule within the time provided, such respondent may be deemed in default pursuant to Rule 155(a).”¹¹ Rule 155(a) permits the Commission to deem such a respondent in default and “determine the proceeding against [it] upon consideration of the record, including the order

⁶ 15 U.S.C. § 78m(a).

⁷ *Advanced Life Scis. Holdings, Inc.*, Exchange Act Release No. 81253, 2017 WL 3214455, at *2 (July 28, 2017) (citing *Citizens Capital Corp.*, Exchange Act Release No. 67313, 2012 WL 2499350, at *5 (June 29, 2012)); accord *SEC v. McNulty*, 137 F.3d 732, 740-41 (2d Cir. 1998)).

⁸ 17 C.F.R. § 240.15c2-11(f)(3).

⁹ 17 C.F.R. § 201.220(b).

¹⁰ See Rule of Practice 155(a), 17 C.F.R. § 201.155(a).

¹¹ 17 C.F.R. § 201.220(f).

instituting proceedings, the allegations of which may be deemed to be true.”¹² Although Respondent initially filed an Answer to the OIP, it subsequently withdrew that response and is no longer participating in the proceeding. Under the circumstances, we find Respondent in default and deem the OIP’s allegations against it to be true.

The OIP alleges that Respondent had a class of securities registered with the Commission under Exchange Act Section 12(g), and has failed to file required annual and quarterly reports. The allegations of the OIP, deemed true, establish that Respondent violated Exchange Act Section 13(a) and the rules thereunder.¹³

B. We deem it necessary and appropriate to revoke the registration of all classes of Respondent’s registered securities.

Section 12(j) authorizes us as we deem “necessary or appropriate for the protection of investors” to suspend for 12 months or less or revoke the registration of an issuer’s securities that has failed to make required filings.¹⁴ We apply a multifactor test to determine an appropriate sanction:

[W]e will consider, among other things, the seriousness of the issuer’s violations, the isolated or recurrent nature of the violations, the degree of culpability involved, the extent of the issuer’s efforts to remedy its past violations and ensure future compliance, and the credibility of its assurances, if any, against further violations.¹⁵

Although these factors are nonexclusive, and no single factor is dispositive,¹⁶ “[w]e have held that a respondent’s repeated failure to file its periodic reports on time is ‘so serious’ a violation of the Exchange Act that only a ‘strongly compelling showing’ regarding the other *Gateway* factors would justify a sanction less than revocation.”¹⁷

¹² 17 C.F.R. § 201.155(a) (specifically authorizing such action where a respondent fails “[t]o answer . . . or otherwise to defend the proceeding”).

¹³ See *supra* notes 3-7 and accompanying text.

¹⁴ 15 U.S.C. § 78l.

¹⁵ *Gateway Int’l Holdings, Inc.*, Exchange Act Release No. 53907, 2006 WL 1506286, at *4 (May 31, 2006).

¹⁶ *China-Biotics, Inc.*, Exchange Act Release No. 70800, 2013 WL 5883342, at *12 (Nov. 4, 2013).

¹⁷ *Calais Res., Inc.*, Exchange Act Release No. 67312, 2012 WL 2499349, at *4 (June 29, 2012) (quoting *Nature’s Sunshine Prods., Inc.*, Exchange Act Release No. 59268, 2009 WL 137145, at *7 (Jan. 21, 2009)); *accord Cobalis Corp.*, Exchange Act Release No. 64813, 2011 WL 2644158, at *5 (July 6, 2011); *Am. Stellar Energy, Inc. (n/k/a Tara Gold)*, Exchange Act Release No. 64897, 2011 WL 2783483, at *4 (July 18, 2011).

Respondent's violations were recurrent in that it has failed to file required annual and quarterly reports for over five years.¹⁸ These violations were serious because "reporting requirements are the primary tools which Congress has fashioned for the protection of investors from negligent, careless, and deliberate misrepresentations in the sale of stock and securities."¹⁹ An issuer's failure to file periodic reports violates "a central provision of the Exchange Act, . . . depriv[ing] both existing and prospective holders of its registered stock of the ability to make informed investment decisions based on current and reliable information."²⁰ Respondent's "long history of ignoring . . . reporting obligations" evidences a "high degree of culpability."²¹ And it has submitted no evidence of any efforts to remedy its past violations and ensure future compliance. Nor has it made any assurances against further violations.

Accordingly, each of the factors we analyze favors revocation. Respondent is in default and has therefore failed to make a "strongly compelling showing" to justify another sanction. We find it necessary and appropriate for the protection of investors to revoke the registration of all classes of Respondent's registered securities.

An appropriate order will issue.

By the Commission (Chairman CLAYTON and Commissioners JACKSON, PEIRCE, ROISMAN, and LEE).

Vanessa A. Countryman
Secretary

¹⁸ See, e.g., *Accredited Bus. Consolidators Corp.*, Exchange Act Release No. 75840, 2015 WL 5172970, at *2 (Sept. 4, 2015) (failure to file "any periodic reports for over two years" was recurrent); *Nature's Sunshine Prods.*, 2009 WL 137145, at *5 (failure to file "required filings over the course of the two-year period in the OIP" was recurrent).

¹⁹ *America's Sports Voice, Inc.*, Exchange Act Release No. 55511, 2007 WL 858747, at *4 n.17 (Mar. 22, 2007) (internal quotation marks omitted) (citing *SEC v. Beisinger Indus. Corp.*, 552 F.2d 15, 18 (1st Cir. 1977)); see also *supra* note 18 and accompanying text (recurrent failure to file periodic reports is "so serious" as to require a "strongly compelling showing" regarding other factors to justify a sanction less than revocation).

²⁰ *Accredited Bus. Consolidators*, 2015 WL 5172970, at *2; see also *United States v. Arthur Young & Co.*, 465 U.S. 805, 810 (1984) (observing that "[c]orporate financial statements are one of the primary sources of information available to guide the decisions of the investing public").

²¹ See, e.g., *Citizens Capital*, 2012 WL 2499350, at *5 (quoting *America's Sports Voice*, 2007 WL 858747, at *3).

UNITED STATES OF AMERICA
before the
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In the Matter of

MEDPRO SAFETY PRODUCTS, INC.,
MINDPIX CORP.,
ONE2ONE LIVING CORP., AND
WILD CRAZE, INC.

ORDER IMPOSING REMEDIAL SANCTIONS ON MEDPRO SAFETY PRODUCTS, INC.

On the basis of the Commission's opinion issued this day, it is

ORDERED that the registration of all classes of the registered securities of MedPro Safety Products, Inc., under Section 12(g) of the Securities Exchange Act of 1934, is hereby revoked pursuant to Exchange Act Section 12(j).

The revocation is effective as of September 23, 2019.

By the Commission.

Vanessa A. Countryman
Secretary