

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

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No. 4817/May 23, 2017

ADMINISTRATIVE PROCEEDING
File No. 3-17990

In the Matter of

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

ORDER POSTPONING
HEARING AND FINDING
SERVICE

On May 16, 2017, the Securities and Exchange Commission issued an order instituting proceedings (OIP) pursuant to Section 12(j) of the Securities Exchange Act of 1934, alleging that Respondents have securities registered with the Commission and are delinquent in their periodic filings. A hearing is scheduled to commence on June 12, 2017.

On May 22, 2017, the Division of Enforcement submitted a declaration establishing that Respondents were served with the OIP by U.S. Postal Service on May 18, 2017, in accordance with 17 C.F.R. § 201.141(a)(2)(ii). Accordingly, Respondents' answers to the OIP are due by May 31, 2017. *See* OIP at 3; 17 C.F.R. §§ 201.160(b), .220(b).

It is further ORDERED that the hearing is POSTPONED. A telephonic prehearing conference will be held on a date to be determined in a later order, if necessary.

Jason S. Patil
Administrative Law Judge