

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

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No. 4851/June 5, 2017

ADMINISTRATIVE PROCEEDING
File No. 3-17990

In the Matter of

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

ORDER DIRECTING THE
PARTIES TO HOLD AN INITIAL
PREHEARING CONFERENCE

On May 16, 2017, the Securities and Exchange Commission issued an order instituting proceedings (OIP) against Respondents pursuant to Section 12(j) of the Securities Exchange Act of 1934. Respondent Digital Brand Media & Marketing Group, Inc., has filed an answer to the OIP, seeking to dismiss the proceeding against it.

I direct Digital Brand Media and the Division of Enforcement (the parties) to hold an initial prehearing conference without the hearing officer by June 14, 2017, to discuss the issues in the OIP and Respondent's answer, as well as any other relevant items in Rule of Practice 221(c), 17 C.F.R. § 201.221(c), including the date by which each item will be accomplished, where applicable. By June 21, 2017, the parties shall file a joint prehearing conference statement that addresses the issues discussed at their initial prehearing conference, including whether this matter may be resolved by summary disposition and proposed due dates. If the parties conclude that this matter cannot be resolved by summary disposition, they shall propose a procedural schedule that will result in a hearing commencing no later than August 14, 2017. *See* 17 C.F.R. § 201.360(a)(2)(ii) ("Under the 30-day timeline, the hearing officer shall issue an order scheduling the hearing to begin approximately one month (but no more than four months) from the date of service of the [OIP]."). Based on this prehearing conference statement, a subsequent prehearing conference with the hearing officer will be scheduled if appropriate. If the parties are unable to hold a prehearing conference by June 14, the Division shall notify my office before that date.

The parties are asked to email courtesy copies of any filings in this proceeding in PDF text-searchable format and, when possible, Microsoft Word format, to alj@sec.gov.

Jason S. Patil
Administrative Law Judge