

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

Administrative Proceedings Rulings
Release No. 4890 / June 26, 2017

Administrative Proceeding
File No. 3-17990

In the Matter of

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

Scheduling Order

On my order, Respondent Digital Brand Media & Marketing Group, Inc., and the Division of Enforcement held a prehearing conference without my participation, resulting in a joint prehearing conference statement submitted June 16, 2017. I set the following procedural schedule, based on the parties' proposed schedule, as modified below:

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| June 28, 2017: | Parties to file motions for summary disposition. |
| July 10, 2017: | Subpoenas requiring the attendance of witnesses are due. |
| July 14, 2017: | Parties to file oppositions to motions for summary disposition. |
| July 21, 2017: | Parties to file replies in support of motions for summary disposition. |
| July 28, 2017: | File and exchange witness and exhibit lists.

Exchange, but not file, copies of pre-marked exhibits.

File and exchange expert witness disclosures and reports, if any. |

File any written stipulations, including stipulations concerning the contents, authenticity, or admissibility of documents.

August 2, 2017: Final telephonic prehearing conference at 1:00 p.m. Eastern.

August 4, 2017: Parties may file ten-page supplements to their dispositive motion papers in lieu of prehearing briefs.

August 9, 2017: The hearing, if necessary, will be set for one day and will begin at a time and location to be determined. After the close of the parties' evidentiary presentation, I will establish a post-hearing schedule for the filing of briefs and exhibits.

Witness lists shall include witnesses' names, occupations, addresses, and a brief summary of their expected testimony. 17 C.F.R. § 201.222(a)(4). Exhibit lists shall be emailed to my office at alj@sec.gov in Microsoft Excel or Word format and include exhibit numbers, a description of each exhibit, and Bates-stamp numbers, if any. Exhibits shall not be filed with the Office of the Secretary until after the hearing concludes. In addition to the required filing with the Office of the Secretary, electronic courtesy copies of filings should be emailed to alj@sec.gov in both PDF text-searchable format and, when possible, Microsoft Word format.

Jason S. Patil
Administrative Law Judge