

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

ADMINISTRATIVE PROCEEDINGS RULINGS  
Release No. 5171/October 13, 2017

ADMINISTRATIVE PROCEEDING  
File No. 3-18208

In the Matter of

HYDROPHI TECHNOLOGIES GROUP, INC.,	:	ORDER TO SHOW CAUSE
ITALK, INC.,	:	AND
SOELLINGEN ADVISORY GROUP, INC., and	:	POSTPONEMENT ORDER
U.S. RARE EARTHS, INC.	:	

The Securities and Exchange Commission instituted this proceeding with an Order Instituting Proceedings (OIP), pursuant to Section 12(j) of the Securities Exchange Act of 1934, on September 25, 2017, and the hearing was scheduled to commence on October 26, 2017. The OIP alleges that each Respondent is a corporation with a class of securities registered with the Commission pursuant to Section 12(g) of the Exchange Act and has repeatedly failed to file required periodic reports. The Division of Enforcement is seeking to revoke the registration of Respondents' securities.

The OIP provides that each Respondent's Answer is due within ten days of service of the OIP on it. *See* OIP at 3; 17 C.F.R. § 201.220(b). Each Respondent was served with the OIP, in accordance with 17 C.F.R. § 201.141(a)(2)(ii), by September 28, 2017.<sup>1</sup> None has filed an Answer.

Accordingly, each Respondent is ORDERED TO SHOW CAUSE, by October 26, 2017, why it should not be deemed to be in default and the registration of its securities revoked. *See* OIP at 3; 17 C.F.R. §§ 201.155(a), .220(f).

IT IS FURTHER ORDERED that the hearing is POSTPONED *sine die*, and a prehearing conference shall be held by telephone on December 8, 2017, at 10:30 a.m. EST, if the proceeding has not been resolved by then.

/S/ Carol Fox Foelak  
Carol Fox Foelak  
Administrative Law Judge

<sup>1</sup> Each Respondent was served by U.S. Postal Service Express Mail delivery or attempted delivery at "the most recent address shown on [its] most recent filing with the Commission." *See* 17 C.F.R. § 201.141(a)(2)(ii).