

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

Administrative Proceedings Rulings  
Release No. 5543 / January 26, 2018

Administrative Proceeding  
File No. 3-17990

In the Matter of

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

**Protective Order for Sensitive  
Financial Information**

Respondent Digital Brand Media & Marketing Group, Inc. requested leave to make an offer of proof regarding its effort to become current in its reporting obligations under the Securities Exchange Act of 1934. Digital Brand also sought confidential protection for account numbers and active financial accounts, and I ordered the parties to submit a proposed protective order governing Digital Brand's new evidence.

Accordingly, I adopt the parties' stipulated order. I find that the harm resulting from the public disclosure of Digital Brand's sensitive financial information (as defined in paragraph 1 below) would outweigh any benefit of disclosure. *See* 17 C.F.R. § 201.322(b).

*Stipulated Protective Order*

1. As used in this Protective Order, the term "Sensitive Financial Information" shall mean any documents or other information containing any one or more of the following categories of personal and private documents or information of Digital Brand and its officers, directors, and employees: (a) a social security or tax identification number; (b) individuals' financial account statements, including statements for any bank account, credit card account, brokerage account, mortgage, student loan, or other loan; (c) any financial account number and active financial accounts, including for a bank account, credit card account, brokerage account, mortgage, student loan, or other loan; (d) tax returns; (e) the home address and phone number of any individual person; (f) the birth date of any individual person; or (g) the name of any

individual person who, at the time the OIP was filed in this matter, was known to be less than 18 years old. Sensitive Financial Information does not include the last four digits of a financial account number or phone number, the city and state of an individual's home address, the year of an individual's birth, or copies of unredacted filings by regulated entities or registrants that are available on the Commission's public website.

2. Sensitive Financial Information disclosed to any party in this action or to his or its counsel during the course of this action:
  - 2.1. Shall be used only for the purposes of this action;
  - 2.2. Shall not be used for any business or commercial purposes;
  - 2.3. Shall not be published to the public in any form, except as permitted by Paragraphs 5 and 7, below;
  - 2.4. May be disclosed only to the following persons, on an as-needed basis in the course of the litigation, with reasonable precautions taken to ensure the confidentiality of the information:
    - 2.4.1. Digital Brand;
    - 2.4.2. Employees or contractors of any law firm that represents Digital Brand, including attorneys and secretarial, clerical, paralegal, legal, or student personnel, and any person or entity with whom Digital Brand's counsel contracts to reproduce or manage documents;
    - 2.4.3. The Securities and Exchange Commission and its employees, agents, or contractors; and
    - 2.4.4. Such other persons as hereafter may be authorized by either (1) written consent of all the parties or (2) the hearing officer upon motion of either party.
3. A copy of this Protective Order shall be delivered to each of the named parties or persons within paragraph 2.4. above to whom a disclosure of Sensitive Financial Information is made, at or before the time of disclosure, by the party making the disclosure. The provisions of this Protective Order shall be binding upon each person to whom disclosure is made.
4. The provisions of this Protective Order shall not be construed as preventing:
  - 4.1. Any disclosure of Sensitive Financial Information to any party to this action;

- 4.2. Any disclosure of Sensitive Financial Information to any hearing officer, law clerk, or member or employee of the Commission for any purposes of this action; or
- 4.3. Any disclosure of Sensitive Financial Information for the purpose of enforcing the criminal law or as otherwise required by law.
5. Except as otherwise ordered, prior to making a public filing of any document in these proceedings, the Division and Digital Brand agree to redact all Sensitive Financial Information from the document. The Division and Digital Brand also agree to take reasonable and appropriate measures to prevent unauthorized disclosure of Sensitive Financial Information contained in documents produced or filed in these proceedings, including by persons to whom the Division or Digital Brand show or give access to such documents. In the event that redacting a filing is impracticable or would result in a filing being almost entirely redacted, the parties shall file the document under seal together with a copy of this Order. If a document is filed under seal, it may be disclosed to the parties or persons under paragraph 2.4. In addition, if a party intends to make a filing (such as a brief or motion) that incorporates Sensitive Financial Information in the written text, the party must: (1) file a version clearly labeled “under seal,” with the Sensitive Financial Information subject to this Order noted by brackets, bold typeface, or some other clear indication; and (2) file a public redacted version that removes the Sensitive Financial Information.
6. This Protective Order shall not:
  - 6.1. Operate as an admission by any party that any particular document in the investigative record materials in fact contains Sensitive Financial Information;
  - 6.2. Prejudice in any way the right of a party to seek a determination of whether such material is or should be subject to the terms of this Protective Order;
  - 6.3. Prevent a Respondent’s or non-party’s disclosure of its own Sensitive Financial Information; or
  - 6.4. Prejudice in any way the right of any party to apply to the hearing officer for a further protective order relating to any other confidential information or Sensitive Financial Information.
7. Nothing in this Protective Order shall preclude the parties from offering Sensitive Financial Information into evidence at any hearing of this action or

in any other proceeding in this action, subject to the restrictions set forth in this Protective Order.

8. This Protective Order shall survive the termination of the litigation. Unless otherwise agreed or ordered, this Protective Order shall remain in force after dismissal or entry of final judgment not subject to further appeal.
9. Within sixty (60) days after dismissal or entry of final judgment not subject to further appeal, all investigative record materials, including copies of such documents, shall be returned to the Division unless: (1) the document has been offered in evidence; or (2) the Division agrees to destruction in lieu of return. Notwithstanding the above requirement to return or destroy investigative record materials, counsel may retain attorney work product, including an index which refers or relates to documents containing Sensitive Financial Information, so long as that work product does not duplicate verbatim substantial portions of the text or images of such documents. This portion of the work product containing Sensitive Financial Information shall continue to be protected under the terms of this Protective Order. An attorney may use his or her work product in a subsequent litigation provided that its use does not disclose or use documents containing Sensitive Financial Information.
10. This Protective Order shall be subject to modification by the hearing officer on the hearing officer's own motion or on motion of a party or any other person with standing concerning the subject matter.

---

Jason S. Patil  
Administrative Law Judge