

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

ADMINISTRATIVE PROCEEDINGS RULINGS

Release No. 6315/November 9, 2018

ADMINISTRATIVE PROCEEDING

File No. 3-17990

In the Matter of :
:
DIGITAL BRAND MEDIA & MARKETING : ORDER
GROUP, INC., and :
INTELLICELL BIOSCIENCES, INC. :

The Securities and Exchange Commission instituted this proceeding with an Order Instituting Proceedings, pursuant to Section 12(j) of the Securities Exchange Act of 1934, on May 16, 2017. A prehearing conference, at which both parties – the Division of Enforcement and Digital Brand Media & Marketing Group, Inc. – appeared.¹

As agreed on by the parties, the case will go forward based on the existing record, with the exception of the Initial Decision issued on November 16, 2017, which has effectively been vacated.² As agreed, each party will have up to thirty minutes to make an oral presentation at a hearing session to be held at the Commission’s hearing room at: U.S. Securities and Exchange Commission, 100 F St., N.E., Washington, DC 20549, on January 15, 2019, starting at 10:00 a.m.

IT IS SO ORDERED.

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

¹ The proceeding has ended as to Intellicell Biosciences, Inc. *Digital Brand Media & Mktg. Grp.*, Initial Decision Release No. 1145, 2017 SEC LEXIS 1834 (A.L.J. June 19, 2017), *finality order*, Exchange Act Release No. 81809, 2017 SEC LEXIS 3149 (Oct. 3, 2017).

² See *Pending Admin. Proc.*, Securities Act Release No. 10536, 2018 SEC LEXIS 2058, at *2-3.