

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 89463 / August 3, 2020

Admin. Proc. File No. 3-19289

In the Matter of

BLACKCRAFT CULT, INC., AND
UNIFIED SIGNAL, INC.,

Respondents.

ORDER TO SHOW CAUSE AS TO BLACKCRAFT CULT, INC.

The Securities and Exchange Commission (“Commission”) issued an Order Instituting Proceedings (“OIP”) on July 30, 2019, pursuant to Section 12(j) of the Securities Exchange Act of 1934, against respondent Blackcraft Cult, Inc.¹ On July 6, 2020, the Commission issued an order requiring the Division of Enforcement to file a declaration of service that established that service had been made on Blackcraft at the address shown on its most recent filing with the Commission (the “most recent address”) or to file another document that established that service already had been made consistent with the Commission’s Rules of Practice.²

On July 27, 2020, the Division of Enforcement filed the Declaration of Sandhya C. Harris, which stated that, consistent with Rule 141(a)(2)(ii) of the Commission’s Rules of Practice,³ service of the OIP was made on Blackcraft at the most recent address on July 16, 2020.

As stated in the OIP, Blackcraft’s answer was required to be filed within ten days of service of the OIP.⁴ As of the date of this order, Blackcraft has not filed an answer. The prehearing conference and the hearing are thus continued indefinitely.

¹ *Blackcraft Cult, Inc.*, Exchange Act Release No. 86513, 2019 WL 3453285 (July 30, 2019). The OIP also instituted proceedings against Unified Signal, Inc., and the Commission later revoked the registration of its securities pursuant to a settlement. *Blackcraft Cult, Inc.*, Exchange Act Release No. 87836, 2019 WL 7171174 (Dec. 20, 2019).

² *Blackcraft Cult, Inc.*, Exchange Act Release No. 89224, 2020 WL 3791559 (July 6, 2020).

³ 17 C.F.R. § 201.141(a)(2)(ii).

⁴ Rules of Practice 151(a), 160(b), 220(b), 17 C.F.R. §§ 201.151(a), .160(b), .220(b).

Accordingly, Blackcraft is ORDERED to SHOW CAUSE by August 17, 2020, why the registration of its securities should not be revoked by default due to its failure to file an answer and to otherwise defend this proceeding. When a party defaults, the allegations in the OIP will be deemed to be true as to it and the Commission may determine the proceeding against that party upon consideration of the record without holding a public hearing.

If Blackcraft fails to respond to this order to show cause, it may be deemed in default, the proceeding may be determined against it, and the registration of its securities may be revoked.⁵ Upon review of the filings in response to this order, the Commission will either direct further proceedings by subsequent order or issue a final order resolving the matter.

For the Commission, by the Office of the General Counsel, pursuant to delegated authority.

Vanessa A. Countryman
Secretary

⁵ Rules of Practice 155, 180, 17 C.F.R. §§ 201.155, .180; *see Blackcraft Cult*, 2019 WL 3453285, at *2 (“If Respondents fail to file the directed Answers, . . . [they] may be deemed in default and the proceedings may be determined against them . . .”).