

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 20549

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No. 1090/December 6, 2013

ADMINISTRATIVE PROCEEDING
File No. 3-15636

In the Matter of

ICC WORLDWIDE, INC.,
INNOVA PURE WATER, INC.,
PALADIN HOLDINGS, INC., PERFORMING
BRANDS, INC., PETROL OIL AND GAS, INC.,
PLATINUM RESEARCH ORGANIZATION, INC.,
RENEW ENERGY RESOURCES, INC., AND
VITAL LIVING, INC.

ORDER SCHEDULING
HEARING AND
DESIGNATING PRESIDING
JUDGE

The Securities and Exchange Commission (Commission) has ordered, pursuant to Rule 360(a)(2) of the Commission's Rules of Practice, that the Administrative Law Judge assigned to this proceeding shall issue an initial decision no later than 120 days from service of the Order Instituting Proceedings. See 17 C.F.R. § 201.360(a)(2).

IT IS ORDERED that the hearing in this matter commence at 9:30 a.m., Friday, January 3, 2014, in the Commission Headquarters Offices, Hearing Room 2, 100 F Street, N.E., Washington, D.C. 20549.

IT IS FURTHER ORDERED that Administrative Law Judge Carol Fox Foelak preside at the hearing in these proceedings and perform other and related duties in accordance with the Commission's Rules of Practice.

IT IS FURTHER ORDERED that the parties confer and notify the presiding judge of a suggested date and time for a prehearing conference which will be conducted telephonically unless the parties prefer otherwise.

Service of all orders and rulings on parties is made by the Office of the Secretary, or other duly authorized Commission officer, pursuant to Commission Rule of Practice 141. See 17 C.F.R. § 201.141. All issuances by Administrative Law Judges are posted on the Commission's web site, <https://www.sec.gov/alj.shtml>. Finally, information prepared by this office to assist the parties is attached to this Order. For the Commission, by its Chief Administrative Law Judge, pursuant to delegated authority.

Brenda P. Murray
Chief Administrative Law Judge