

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

ADMINISTRATIVE PROCEEDING
File No. 3-20065

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| <p>In the Matter of</p> <p>ID Perfumes, Inc.,</p> <p>Respondent.</p> |
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DIVISION OF ENFORCEMENT’S MOTION FOR DEFAULT AND BRIEF IN SUPPORT

The Division of Enforcement (“Division”), by counsel, pursuant to Commission Rules of Practice 154(a) and 155(a)(2) respectfully moves the Securities and Exchange Commission (“Commission”) for an order entering a default against ID Perfumes, Inc. (“IDPE”) (CIK No. 1398235) in this proceeding and ordering the revocation of the registration of each class of IDPE’s securities registered pursuant to Section 12 of the Securities Exchange Act of 1934 (“Exchange Act”).

Argument

On September 24, 2020, the Commission issued an Order Instituting Proceedings (“OIP”) against IDPE, which has securities registered with the Commission under Section 12(g) of the Exchange Act. The OIP alleges that IDPE is delinquent in filing its mandated periodic reports. Because IDPE failed to answer or otherwise respond to the OIP, the Division now seeks entry of an order finding IDPE to be in default in this proceeding.

Here, the OIP requires “an Answer [to be filed] to the allegations contained in this Order within ten (10) days after service of this Order.” OIP at IV. Commission Rule of Practice 160(a) provides that Saturdays, Sundays and Federal legal holidays are to be counted as part of the 10 day

period, and Commission Rule of Practice 160(b) extends that time by three days if service is made by mail.

The Declaration of Julie Russo to Assist Secretary with Record of Service (attached hereto as Exhibit A) establishes that between September 26, 2020 and October 5, 2020, IDPE was served by attempted delivery via Priority Mail Express, at the address provided in its last EDGAR filing with the Commission, in accordance with Commission Rule of Practice 141(a)(2)(ii). IDPE's answer to the OIP was due by, at the latest, October 18, 2020. However, IDPE has neither filed an answer nor made any other response to the OIP in this proceeding.

IDPE is delinquent in its filings with the Commission and has been delinquent for over seven years. In addition, IDPE's failure to answer supports revocation of the registration of each class of IDPE's securities. Accordingly, the Division moves for an order, pursuant to Rule 155(a)(2), finding IDPE to be in default in this proceeding and ordering that the registration of each class of its securities registered pursuant to Exchange Act Section 12 be revoked.

Conclusion

For the reasons set forth above, the Division respectfully requests that the Commission: 1) grant the Division's Motion; 2) enter an order of default against IDPE; and 3) revoke the registration of each class of its securities registered pursuant to Section 12 of the Exchange Act.

Dated: February 2, 2021

Respectfully submitted,

/s/ Andrew O. Schiff, Esq.

Andrew O. Schiff

Regional Trial Counsel

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DIVISION OF ENFORCEMENT
SECURITIES AND EXCHANGE COMMISSION
801 Brickell Avenue, Suite 1950

Miami, FL 33131
Phone: (305) 982-6300
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CERTIFICATE OF SERVICE

I hereby certify that an original and three copies of the foregoing were filed with the Securities and Exchange Commission, Office of the Secretary, 100 F Street, N.E., Washington, D.C. 20549-9303, and that a true and correct copy of the foregoing has been served on this 2nd day of February 2021, on the following persons entitled to notice:

VIA USPS CERTIFIED MAIL

ID Perfumes, Inc.,
1250 East Hallandale Beach Boulevard
Suite 402
Hallandale, Florida 33009

/s/ Andrew O. Schiff, Esq.
Andrew O. Schiff
Regional Trial Counsel

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DECLARATION OF JULIE RUSSO
TO ASSIST SECRETARY WITH RECORD OF SERVICE

JULIE RUSSO, pursuant to 28 U.S.C. § 1746, declares:

1. I am a Senior Counsel with the Division of Enforcement (“Division”) of the Securities and Exchange Commission, and co-counsel for the Division in the above-captioned administrative proceeding. I am submitting this Declaration to assist the Secretary in maintaining a record of service on the respondent in the above-captioned proceeding pursuant to Rule 141(a)(3).

2. The Office of the Secretary provided me with the U.S. Priority Mail tracking number for the copy of the Order Instituting Proceedings (“OIP”) that was mailed by the Secretary to the respondent in this proceeding. I inputted the tracking number into the U.S. Postal Service’s (“USPS’s”) package tracking system on its Internet website located at www.usps.com, and printed out the tracking confirmation in order to obtain confirmation of the delivery or attempted delivery of the OIP on the respondent. A true copy of the tracking confirmation of the respondent for whom priority mail service was delivered is attached as Exhibit 1, hereto. Rule 141(a)(2)(ii) provides that service on a corporation or

entity may be obtained by confirmation of attempted delivery on the most recent address shown on the entity's most recent filing with the Commission.

3. The Secretary mailed the OIP to respondent ID Perfumes, Inc. ("IDPE") via Priority Mail, Tracking No. EJ 435 623 174 US, to the address shown on its most recent EDGAR filing at 1250 East Hallandale Beach Boulevard, Suite 402, Hallandale, Florida 33009. This address was taken from IDPE's last filing with the Commission, which was a Form 12b-25 filed with the Commission on April 1, 2014. The USPS tracking system confirms that an unsuccessful attempted delivery was made on September 26, 2020, that the forwarding order had expired, and the package was returned to the Commission and received on October 5, 2020. *See* Exhibit 1.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on February 1, 2021.

Julie Russo

Julie Russo

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Tracking Number: EJ435623174US

[Remove X](#)

Your item was delivered at 9:26 am on October 5, 2020 in WASHINGTON, DC 20549 to SEC 20549 R26. The item was signed for by T ALVARADO.

Feedback

 **Delivered**

October 5, 2020 at 9:26 am
Delivered
WASHINGTON, DC 20549

Get Updates 

Text & Email Updates



Proof of Delivery



Tracking History



October 5, 2020, 9:26 am

Delivered

WASHINGTON, DC 20549

Your item was delivered at 9:26 am on October 5, 2020 in WASHINGTON, DC 20549 to SEC 20549 R26. The item was signed for by T ALVARADO.

October 5, 2020, 7:44 am
Out for Delivery
WASHINGTON, DC 20018

October 5, 2020, 7:33 am
Arrived at Post Office
WASHINGTON, DC 20018

October 5, 2020, 4:54 am
Arrived at USPS Regional Facility
WASHINGTON DC DISTRIBUTION CENTER

October 4, 2020
In Transit to Next Facility

October 3, 2020, 9:07 pm
Arrived at USPS Regional Facility
MIAMI FL DISTRIBUTION CENTER

October 3, 2020, 6:37 pm
Forward Expired
HALLANDALE, FL 33009

September 28, 2020, 10:35 am
Forward Expired
HALLANDALE, FL 33009

September 26, 2020, 10:33 am
Delivery Attempted - No Access to Delivery Location
HALLANDALE, FL 33009

September 26, 2020, 9:50 am
Arrived at Post Office
HALLANDALE, FL 33009

Feedback

September 26, 2020, 8:43 am
Arrived at USPS Facility
FORT LAUDERDALE, FL 33310

Product Information



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