

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

May 16, 2017

In the Matter of

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

File No. 500-1

**ORDER OF SUSPENSION OF
TRADING**

It appears to the Securities and Exchange Commission that there is a lack of current and accurate information concerning the securities of Digital Brand Media & Marketing Group, Inc. (CIK No. 1127475), a Florida corporation with its principal place of business listed as New York, New York with stock quoted on OTC Link (previously, “Pink Sheets”) operated by OTC Markets Group, Inc. (“OTC Link”) under the ticker symbol DBMM, because it has not filed any periodic reports since the period ended May 31, 2015. On February 27, 2017, a delinquency letter was sent by the Division of Corporation Finance to Digital Brand Media & Marketing Group, Inc. requesting compliance with its periodic filing obligations, and Digital Brand Media & Marketing Group, Inc. received the delinquency letter on March 1, 2017, but failed to cure its delinquencies.

It appears to the Securities and Exchange Commission that there is a lack of current and accurate information concerning the securities of Intellicell Biosciences, Inc. (CIK No. 1125280), a revoked Nevada corporation with its principal place of business listed as New York, New York with stock quoted on OTC Link under the ticker symbol SVFC, because it has not filed any periodic reports since the period ended September 30, 2014. On February 27, 2017, a delinquency letter was sent by the Division of Corporation Finance to Intellicell Biosciences, Inc. requesting compliance with its periodic filing obligations, and Intellicell Biosciences, Inc. received the delinquency letter on March 1, 2017, but failed to cure its delinquencies.

The Commission is of the opinion that the public interest and the protection of investors require a suspension of trading in the securities of the above-listed companies.

Therefore, it is ordered, pursuant to Section 12(k) of the Securities Exchange Act of 1934, that trading in the securities of the above-listed companies is suspended for the period from 9:30 a.m. EDT on May 17, 2017, through 11:59 p.m. EDT on May 31, 2017.

By the Commission.

Brent J. Fields
Secretary