

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

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No. 3348/November 24, 2015

ADMINISTRATIVE PROCEEDING
File No. 3-16916

In the Matter of

JEFFREY A. KING

ORDER FOLLOWING PREHEARING
CONFERENCE AND TO SHOW
CAUSE

On October 22, 2015, the Securities and Exchange Commission issued an Order Instituting Administrative Proceedings (OIP) against Respondent Jeffrey A. King pursuant to Section 15(b) of the Securities Exchange Act of 1934.

King was served with the OIP on October 26, 2015, and his Answer was due on November 16, 2015. *Jeffrey A. King*, Admin. Proc. Rulings Release No. 3307, 2015 SEC LEXIS 4640 (Nov. 10, 2015). To date, King has not filed an Answer, and he failed to appear at the prehearing conference held today, attended by the Division of Enforcement.

Accordingly, King is ordered to SHOW CAUSE by December 4, 2015, why this proceeding should not be determined against him due to his failure to file an Answer, appear at the prehearing conference, or otherwise defend this proceeding. If King fails to respond to this Order, he will be deemed in default and the proceeding may be determined against him. *See* OIP at 3; 17 C.F.R. §§ 201.155(a)(1)-(2), .220(f), .221(f).

During the prehearing conference, the Division was granted leave to file a motion for sanctions by January 5, 2016. King may file an opposition by February 2, 2016, and the Division a reply by February 12, 2016. The Division's motion shall address what sanctions are in the public interest and shall include a discussion of the public interest factors under *Steadman v. SEC*, 603 F.2d 1126, 1140 (5th Cir. 1979), *aff'd on other grounds*, 450 U.S. 91 (1981), with citations to supporting evidence. Supporting evidence should include a declaration identifying each exhibit with a short description. In addition to the required filing with the Office of the Secretary, an electronic courtesy copy should be emailed to alj@sec.gov in PDF text-searchable format. Exhibits should be sent as separate attachments, not a combined PDF.

James E. Grimes
Administrative Law Judge