

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

ADMINISTRATIVE PROCEEDINGS RULINGS  
Release No. 3460/January 4, 2016

ADMINISTRATIVE PROCEEDING  
File No. 3-17003

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In the Matter of

PETER J. EICHLER, JR.

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POSTPONEMENT ORDER

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The Securities and Exchange Commission instituted this proceeding with an Order Instituting Proceedings (OIP) on December 14, 2015, pursuant to Sections 15(b) of the Securities Exchange Act of 1934 and 203(f) of the Investment Advisers Act of 1940, and the hearing was scheduled to commence on January 11, 2016. The proceeding is a follow-on proceeding based on *SEC v. Alethia Research and Mgmt., Inc.*, No. 12-cv-10692 (C.D. Cal. May 11, 2015), *appeal pending*, No. 15-55887 (9th Cir.), in which Respondent Peter J. Eichler, Jr., was enjoined against violations of the antifraud provisions of the federal securities laws.

Eichler was served with the OIP in accordance with 17 C.F.R. § 201.141(a)(2)(i) on December 18, 2015. To allow time for his Answer,<sup>1</sup> consistent with 17 C.F.R. § 201.161, the hearing will be postponed *sine die*, and a prehearing conference will be held by telephone on January 29, 2016, at 12:30 p.m. EST if the proceeding has not been resolved by then.

IT IS SO ORDERED.

/S/ Carol Fox Foelak

Carol Fox Foelak

Administrative Law Judge

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<sup>1</sup> Eichler's Answer is due by January 11, 2016. See OIP at 3; 17 C.F.R. §§ 201.160(b), .220(b). If he fails to file an Answer within the time provided, he will be deemed to be in default, and the undersigned will enter an order barring him from the securities industry. See OIP at 3; 17 C.F.R. §§ 201.155(a)(2), .220(f).