

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

Administrative Proceedings Rulings
Release No. 5283 / December 6, 2017

Administrative Proceeding
File No. 3-17990

In the Matter of

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

**Notice to the Parties and
Order Following Remand**

Following issuance of the initial decisions in this case, the Securities and Exchange Commission ratified the appointment of its administrative law judges and remanded this and every administrative proceeding pending before it. *Pending Admin. Proc.*, Securities Act of 1933 Release No. 10440, 2017 SEC LEXIS 3724 (Nov. 30, 2017).¹ The Commission directed each judge to: (1) reconsider the record in each proceeding, including all substantive and procedural actions; (2) allow the parties to file any new evidence that the parties deem relevant to the reexamination of the record by January 5, 2018; (3) determine whether to revise or ratify prior actions; and (4) issue by February 16, 2018, an order on ratification.

Accordingly, the parties may submit by January 5, 2018, any new evidence they consider relevant to my reexamination of the record. Any party that submits evidence must also file a brief explaining the relevance of its new evidence and how it relates to an action I have taken in this proceeding. Any responsive or opposition brief is due January 19, 2018.

¹ The Commission order is online here: <https://www.sec.gov/litigation/opinions/2017/33-10440.pdf>.

In addition to the required filing with the Commission Secretary, I ask the parties to email a courtesy copy of their submissions to alj@sec.gov in PDF text-searchable format and, for briefs, in MS Word format if practicable.

Jason S. Patil
Administrative Law Judge