

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

Administrative Proceedings Rulings
Release No. 6195/ October 16, 2018

Administrative Proceeding
File No. 3-18506

In the Matter of

**Mass Hysteria Entertainment
Company, Inc.,
Stark Naked Bobbers, and
TOA Holdings, Inc.**

**Order Finding Service as to
Two Respondents, Directing
Those Respondents
to Show Cause, and
Scheduling Prehearing
Conference**

On May 24, 2018, the Securities and Exchange Commission issued an order instituting proceedings (OIP) against Respondents under Section 12(j) of the Securities Exchange Act of 1934. The proceeding was reassigned to me on September 12, 2018. *Pending Admin. Proc.*, Admin. Proc. Rulings Release No. 5955, 2018 SEC LEXIS 2264, at *2–3 (ALJ). The parties were provided the opportunity to propose how further proceedings should be conducted. *Mass Hysteria Entm't Co.*, Admin. Proc. Rulings Release No. 6019, 2018 SEC LEXIS 2445 (ALJ Sept. 18, 2018). No Respondent filed a proposal and, as of October 9, 2018, the Division of Enforcement had not been able to contact any Respondent.

In June 2018, the Division submitted two declarations. One shows that Stark Naked Bobbers was served with the OIP on May 26, 2018, by U.S. Postal Service express mail attempted delivery to the most recent address shown on its most recent filing with the Commission. 17 C.F.R. § 201.141(a)(2)(ii). Its answer was due by June 8, 2018. OIP at 3; 17 C.F.R. §§ 201.160(a)–(b), .220(b). The declaration also states that the OIP was mailed to Mass Hysteria Entertainment Company, Inc., in Burbank, CA 91505, at the address shown on the company's most recent filing in August 2015. But the U.S. Postal Service tracking information attached as an exhibit to the declaration indicates that the carrier had “No Access to Delivery Location” on Saturday, May 26 in Burbank, CA 91505, after which delivery was refused in Burbank, CA 91502—seemingly the wrong zip code—on May

30, 2018. Because the Division relies on the tracking information to establish the fact and date of delivery, I cannot determine on this record whether Mass Hysteria Entertainment has been served in accordance with Rule 141(a)(2)(ii).

The second declaration shows that TOA Holdings, Inc., a forfeited Delaware corporation without a registered agent, was served on May 31, 2018, through service on the Delaware Secretary of State. 17 C.F.R. § 201.141(a)(2)(ii); 8 Del. Code § 321. Its answer was due by June 11, 2018. OIP at 3; 17 C.F.R. §§ 201.160(a), .220(b). To date, no Respondent has answered.

I ORDER that, by October 26, 2018, Stark Naked Bobbers and TOA Holdings shall SHOW CAUSE why the registration of their securities should not be revoked by default due to their failure to file answers or otherwise defend this proceeding. If either fails to respond to this order or otherwise defend the proceeding, it will be deemed in default and the registrations of its securities will be revoked. OIP at 3; 17 C.F.R. §§ 201.155(a)(2), .220(f).

I FURTHER ORDER that, by October 26, 2018, the Division shall file an update on the status of service on Mass Hysteria Entertainment.

I FURTHER ORDER that a telephonic prehearing conference will be held on November 14, 2018, at 2:00 p.m. EST. The Division of Enforcement shall circulate dial-in information to the parties in advance of the conference.

James E. Grimes
Administrative Law Judge