

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

ADMINISTRATIVE PROCEEDINGS RULINGS  
Release No. 6240/October 22, 2018

ADMINISTRATIVE PROCEEDING  
File No. 3-18501

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In the Matter of

MULLAN AGRITECH, INC.,  
RELIABRAND, INC., and  
UBL INTERACTIVE, INC.

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ORDER TO SHOW CAUSE

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The Securities and Exchange Commission instituted this proceeding with an Order Instituting Proceedings (OIP), pursuant to Section 12(j) of the Securities Exchange Act of 1934 on May 23, 2018. The OIP alleges that each Respondent is a corporation with a class of securities registered with the Commission pursuant to Section 12(g) of the Exchange Act and has repeatedly failed to file required periodic reports. The Division of Enforcement is seeking to revoke the registration of Respondents' securities.

On August 22, 2018, in light of *Lucia v. SEC*, 138 S. Ct. 2044 (2018), the Commission ordered a new hearing in each pending proceeding, including this one, before an administrative law judge who had not previously participated in the proceeding, unless the parties expressly agreed to alternative procedures, including agreeing that the proceeding remain with the previous presiding administrative law judge. *Pending Admin. Proc.*, Securities Act of 1933 Release No. 10536, 2018 SEC LEXIS 2058, at \*2-3. Accordingly, the proceeding was reassigned to the undersigned. *Pending Admin. Proc.*, Admin. Proc. Rulings Release No. 5955, 2018 SEC LEXIS 2264 (C.A.L.J. Sept. 12, 2018).

UBL Interactive, Inc., and the Division of Enforcement are engaged in settlement negotiations. If the negotiations are not fruitful, UBL Interactive should file its Answer to the OIP by November 28, 2018, and it and the Division should submit, jointly or separately, a proposal for the conduct of further proceedings by December 12, 2018.

ReliaBrand, Inc., and Mullan Agritech, Inc., were served with the OIP on June 5 and June 13, 2018, respectively, consistent with 17 C.F.R. § 201.141(a)(2)(ii), (iv). In view of the reassignment of the proceeding, ReliaBrand, Inc., and Mullan Agritech, Inc., which had not filed Answers or otherwise appeared, were afforded a new opportunity to file Answers, which were due by October 12, 2018. *Mullan Agritech, Inc.*, Admin. Proc. Rulings Release No. 6094, 2018 SEC LEXIS 2610 (Sept. 26, 2018). To date, neither has filed an Answer. Accordingly, ReliaBrand, Inc., and Mullan Agritech, Inc., are each ORDERED TO SHOW CAUSE, by November 7, 2018, why it should not be deemed to be in default and the registration of its securities revoked. *See* OIP at 3; 17 C.F.R. §§ 201.155(a), .220(f).

/S/ Carol Fox Foelak  
Carol Fox Foelak  
Administrative Law Judge