

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

Administrative Proceedings Rulings
Release No. 6331 / November 15, 2018

Administrative Proceeding
File No. 3-18492

In the Matter of

**Play La Inc. and
Titan Trading Analytics, Inc.**

**Order Regarding Service
and Directing Titan Trading
Analytics, Inc., to Show Cause**

On May 17, 2018, the Securities and Exchange Commission issued an order instituting proceedings (OIP) against Respondents pursuant to Section 12(j) of the Securities Exchange Act of 1934, alleging that each Respondent has securities registered with the Commission and is delinquent in its periodic filings. Following a stay, 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. *Play La Inc.*, Admin. Proc. Rulings Release No. 6058, 2018 SEC LEXIS 2521, at *1 (ALJ Sept. 21, 2018). No Respondent filed a proposal.

On June 7, 2018, the Division of Enforcement submitted a declaration regarding service of the OIP on Respondents. I have independently reviewed this declaration and find that it establishes that Titan Trading Analytics, Inc., was served on May 29, 2018, by U.S. Postal Service Priority Mail Express International attempted delivery at its most recent address on its most recent filing with the Commission. 17 C.F.R. § 201.141(a)(2)(ii), (iv)(A).

Play La Inc. is incorporated and headquartered in the British Virgin Islands. The Division sent the OIP to Play La by commercial courier. Delivery was attempted, but the package was refused on May 25, 2018. Attempted delivery by commercial courier is not a method of service available under 17 C.F.R. § 201.141(a)(2)(iv). However, 17 C.F.R. § 201.141(a)(2)(iv)(D) allows service “[b]y any other means not prohibited by international agreement, as the Commission or hearing officer orders.” I would entertain a motion to allow service on Play La by commercial courier if the Division files

one. The Division may alternatively serve Play La by another means permitted under the Rules of Practice. The Division shall file a report on the status of service on Play La by December 7, 2018.

I ORDER Titan Trading Analytics, Inc., to SHOW CAUSE by November 26, 2018, why the registration of its securities should not be revoked by default due to its failure to file an answer or otherwise defend the proceeding. *See* OIP at 3; 17 C.F.R. §§ 201.155(a), .220(f).

Cameron Elliot
Administrative Law Judge