

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

Administrative Proceedings Rulings
Release No. 6348 / November 20, 2018

Administrative Proceeding
File No. 3-18492

In the Matter of

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

**Order Directing Play La Inc.
to Show Cause**

On October 11, 2018, the Division of Enforcement submitted a supplemental declaration regarding service of the order instituting proceedings (OIP) on Play La Inc. Based on the information in this declaration, including the declaration of a process server, I find that Play La Inc. was served on September 6, 2018, by personal service to Play La Inc.'s registered agent. 17 C.F.R. § 201.141(a)(2)(ii), (iv)(A).

The deadline for Play La Inc. to file its answer was September 17, 2018. OIP at 3; 17 C.F.R. §§ 201.160(a), .220(b). It did not file an answer. Accordingly, I ORDER Play La Inc. to SHOW CAUSE by November 30, 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