

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

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No. 6449/February 11, 2019

ADMINISTRATIVE PROCEEDING
File No. 3-17990

In the Matter of	:	
	:	
DIGITAL BRAND MEDIA & MARKETING	:	ORDER
GROUP, INC., and	:	
INTELLICELL BIOSCIENCES, INC.	:	

The Securities and Exchange Commission instituted this proceeding with an Order Instituting Proceedings, pursuant to Section 12(j) of the Securities Exchange Act of 1934, on May 16, 2017. Previously, the parties¹ agreed on a proposal for the conduct of further proceedings that included an oral presentation to be held on January 15, 2019. *Digital Brand Media & Mktg. Grp.*, Admin. Proc. Rulings Release No. 6315, 2018 SEC LEXIS 3177 (A.L.J. Nov. 9, 2018).² It was not held due to the Commission's "lapse in appropriations" and furlough of personnel, which commenced on December 27, 2018. *Pending Admin. Proc.*, Securities Act of 1933 Release No. 10602, 2019 SEC LEXIS 5, at *1 (Jan. 16, 2019). On January 30, 2019, after funding was restored, the Commission lifted its previously-ordered stay of all administrative proceedings. *Pending Admin. Proc.*, Securities Act Release No. 10603, 2019 SEC LEXIS 37, at *1 (Jan. 30, 2019). The parties have now proposed March 21, 2019, as a date for the rescheduled oral presentation.

As agreed, each party will have up to thirty minutes to make an oral presentation at a hearing session to be held at the Commission's hearing room at: U.S. Securities and Exchange Commission, 100 F St., N.E., Washington, DC 20549, on March 21, 2019, starting at 10:00 a.m.

IT IS SO ORDERED.

/S/ Carol Fox Foelak

Carol Fox Foelak
Administrative Law Judge

¹ The proceeding has ended as to Intellicell Biosciences, Inc. *Digital Brand Media & Mktg. Grp.*, Initial Decision Release No. 1145, 2017 SEC LEXIS 1834 (A.L.J. June 19, 2017), *finality order*, Exchange Act Release No. 81809, 2017 SEC LEXIS 3149 (Oct. 3, 2017).

² As agreed on by the parties, the case will go forward based on the existing record, with the exception of the Initial Decision issued on November 16, 2017, which has effectively been vacated. *Digital Brand Media & Mktg. Grp.*, 2018 SEC LEXIS 3177; *see Pending Admin. Proc.*, Securities Act Release No. 10536, 2018 SEC LEXIS 2058, at *2-3 (Aug. 22, 2018).