

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

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No. 6674/September 12, 2019

ADMINISTRATIVE PROCEEDING
File No. 3-17990

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| In the Matter of | : | |
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| DIGITAL BRAND MEDIA & MARKETING | : | ORDER TO SHOW CAUSE AS TO |
| GROUP, INC., and | : | INTELLICELL BIOSCIENCES, INC. |
| INTELLICELL BIOSCIENCES, INC. | : | |

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 16, 2017. Intellicell Biosciences, Inc., failed to file an Answer to the OIP, and on June 19, 2017, an Initial Decision of Default revoked the registration of its registered securities. *Digital Brand Media & Mktg. Grp.*, Initial Decision Release No. 1145, 2017 SEC LEXIS 1834 (A.L.J.), *finality order*, Exchange Act Release No. 81809, 2017 SEC LEXIS 3149 (Oct. 3, 2017).

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. Thereafter, 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).

In view of the reassignment of the proceeding, the undersigned independently determined that Intellicell Biosciences was served with the OIP on May 18, 2017, by USPS Express Mail attempted delivery at “the most recent address shown on [its] most recent filing with the Commission,” in accordance with 17 C.F.R. § 201.141(a)(2)(ii), and afforded it a new opportunity to file an Answer, which was due by October 12, 2018. *Digital Brand Media & Mktg. Grp.*, Admin. Proc. Rulings Release No. 6082, 2018 SEC LEXIS 2593, at *4 (Sept. 25, 2018). To date, it has failed to file an Answer. Accordingly, Intellicell Biosciences IS ORDERED TO SHOW CAUSE, by October 4, 2019, 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