

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

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No. 6816/February 22, 2021

ADMINISTRATIVE PROCEEDING
File No. 3-20220

In the Matter of	:	
	:	
ROSEDALE ASSET MANAGEMENT, LLC, f/k/a	:	ORDER
PRINCETON ADVISORY WEALTH MANAGEMENT, LLC	:	

The Securities and Exchange Commission instituted this proceeding with an Order Instituting Proceedings, pursuant to Section 203(k) of the Investment Advisers Act of 1940, on February 5, 2021. A prehearing conference will be held by telephone on Thursday, March 4, 2021, at 11:00 a.m. EST (10:00 a.m. CST), a date and time convenient to the parties.

IT IS SO ORDERED.

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

Served by email on both parties