

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

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No. 6819/March 8, 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. The OIP includes the Commission's acceptance of Respondent Rosedale Asset Management, LLC's offer of settlement: the OIP (1) concludes that Respondent violated Advisers Act Sections 206(1), 206(2), and 206(4) and Rule 206(4)-3; (2) imposes a cease-and-desist order; and (3) imposes a civil penalty in an amount to be determined in these additional proceedings.

Following the March 4, 2021, prehearing conference, the parties proposed a briefing schedule on a Motion, to be filed by the Division of Enforcement, for Summary Disposition, pursuant to 17 C.F.R. § 201.250. Accordingly, the following schedule will be ordered:

May 19, 2021 – the Division's Motion for Summary Disposition;
June 18, 2021 – Respondent's Opposition;
June 28, 2011 – the Division's Reply;
July 8, 2021 – telephonic oral argument, at 10:30 a.m. EDT (9:30 a.m. CDT).

IT IS SO ORDERED.

/s/ Carol Fox Foelak

Carol Fox Foelak
Administrative Law Judge

Served by email on both parties