

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 71496 / February 6, 2014

Admin. Proc. File No. 3-15636

In the Matter of

ICC WORLDWIDE, INC.,
INNOVA PURE WATER, INC.,
PALADIN HOLDINGS, INC., PERFORMING
BRANDS, INC., PETROL OIL AND GAS, INC.,
PLATINUM RESEARCH ORGANIZATION, INC.,
RENEW ENERGY RESOURCES, INC., and
VITAL LIVING, INC.

NOTICE THAT INITIAL DECISION HAS BECOME FINAL

The time for filing a petition for review of the initial decision in this proceeding has expired. No such petition has been filed by ICC Worldwide, Inc., Innova Pure Water, Inc., Paladin Holdings, Inc., Performing Brands, Inc., Petrol Oil and Gas, Inc., Platinum Research Organization, Inc., Renew Energy Resources, Inc., and Vital Living, Inc., and the Commission has not chosen to review the decision on its own initiative.

Accordingly, notice is hereby given, pursuant to Rule 360(d) of the Commission's Rules of Practice,¹ that the initial decision of the administrative law judge² has become the final decision of the Commission with respect to ICC Worldwide, Inc., Innova Pure Water, Inc., Paladin Holdings, Inc., Performing Brands, Inc., Petrol Oil and Gas, Inc., Platinum Research Organization, Inc., Renew Energy Resources, Inc., and Vital Living, Inc. The initial decision ordered that, pursuant to Section 12(j) of the Securities Exchange Act of 1934, the registration of the registered securities of ICC Worldwide, Inc., Innova Pure Water, Inc., Paladin Holdings,

¹ 17 C.F.R. § 201.360(d).

² *ICC Worldwide, Inc., Innova Pure Water, Inc., Paladin Holdings, Inc., Performing Brands, Inc., Petrol Oil and Gas, Inc., Platinum Research Org., Inc., Renew Energy Res., Inc., and Vital Living, Inc.*, Initial Decision Rel. No 543 (Dec. 24, 2013), 107 SEC Docket 18, 2013 WL 6794139. The stock symbols and Central Index Key numbers are ICCW and 1078724 for ICC Worldwide, Inc; IPUR and 791994 for Innova Pure Water, Inc.; PLHI and 1200268 for Paladin Holdings, Inc.; PFOB and 1201259 for Performing Brands, Inc.; POIG and 1109348 for Petrol Oil and Gas, Inc.; PLROQ and 1330340 for Platinum Research Organization, Inc.; REER and 1137587 for Renew Energy Resources, Inc.; and VTLV and 1145700 for Vital Living, Inc.

Inc., Performing Brands, Inc., Petrol Oil and Gas, Inc., Platinum Research Organization, Inc., Renew Energy Resources, Inc., and Vital Living, Inc., is revoked.

For the Commission, by the Office of the General Counsel, pursuant to delegated authority.

Elizabeth M. Murphy
Secretary