

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 104233 / November 20, 2025

ADMINISTRATIVE PROCEEDING
File No. 3-20003

	:	ORDER REMOVING AND
In the Matter of	:	APPOINTING FUND
	:	ADMINISTRATOR, CANCELING AND
Unikrn, Inc.,	:	SETTING BOND, AND AUTHORIZING
	:	APPROVAL AND PAYMENT OF FEES
Respondent.	:	AND EXPENSES OF
	:	ADMINISTRATION

On September 15, 2020, the Commission issued an Order Instituting Cease-and-Desist Proceedings Pursuant to Section 8A of the Securities Act of 1933, Making Findings, and Imposing Penalties and a Cease-and-Desist Order (the “Order”)¹ against Unikrn, Inc. (“Unikrn” or the “Respondent”). In the Order, the Commission found that between June and October 2017, Unikrn, an operator of an online e-Sports gaming and gambling platform, conducted a securities offering (the “Offering”) in two phases - a so-called pre-sale and an initial coin offering (“ICO”) - in which it raised \$31 million through the sale of UnikoinGold (“UKG”), a digital token. Unikrn represented to investors that they would be able to access a variety of products and services with their UKG tokens, including placing bets on professional eSports and video game matches, and that over time Unikrn would make more features available. Unikrn further represented that it would facilitate a secondary trading market for the tokens and that its efforts to increase the usages for the UKG token would increase the demand for and in turn, the value of

¹ Securities Act Rel. No. 10841 (Sept. 15, 2020).

the tokens. Unikrn did not register the offer and sale of the tokens pursuant to federal securities laws, nor did the offering qualify for an exemption from the registration requirements. The Commission ordered the Respondent to pay a \$6,100,000.00 civil money penalty to the Commission. The Commission also created a Fair Fund, pursuant to Section 308(a) of the Sarbanes-Oxley Act of 2002, so the penalty collected can be distributed to harmed investors (the “Fair Fund”).

The Fair Fund consists of the \$6,100,000.00 paid by the Respondent. The Fair Fund has been deposited in a Commission-designated account at the U.S. Department of the Treasury, and any interest accrued will be added to the Fair Fund.

On December 2, 2021, the Division of Enforcement (the “Division”), pursuant to delegated authority, issued an order appointing Guidehouse, BakerHostetler, and Pace (the “Guidehouse Team”) as the fund administrator for the Fair Fund to administer and set the administrator’s bond at \$6,100,000.00 (the “Appointment Order”).² Since the Appointment Order, the Guidehouse Team has informed the Commission staff that it is unable to continue in its engagement.

Pursuant to Rule 1105(a) of the Commission’s Rules on Fair Fund and Disgorgement Plans (the “Commission’s Rules”), the Commission may order the removal of an administrator at any time. The Commission staff has requested the removal of the Guidehouse Team and cancellation of its bond, the appointment of Simpluris to replace the Guidehouse Team as the fund administrator, and for Simpluris’s bond to be set at \$6,100,000.00. Simpluris is included in the Commission’s approved pool of administrators. The Commission staff has also requested that the Commission authorize the Office of Financial Management (“OFM”), at the direction of

² Exchange Act Rel. No. 93711 (Dec. 2, 2021).

an Assistant Director of the Office of Distributions, to pay Simpluris's fees and expenses from the Fair Fund so long as the total amount paid to Simpluris does not exceed the total amount of its approved cost proposal.

Accordingly, IT IS HEREBY ORDERED, that:

- A. Pursuant to Rules 1105(a) and (c) of the Commission's Rules,³ the Guidehouse Team is removed as the fund administrator of the Fair Fund and its bond canceled;
- B. Pursuant to Rules 1105(a) and (c) of the Commission's Rules,⁴ Simpluris is appointed as the fund administrator of the Fair Fund and shall obtain a bond in the amount of \$6,100,000.00;
- C. Pursuant to Rules 1105(d) and (e) of the Commission's Rules,⁵ OFM is authorized to pay, at the direction of an Assistant Director of the Office of Distributions, Simpluris's fees and expenses from the Fair Fund, so long as the total amount paid to Simpluris does not exceed the total amount of its approved cost proposal.

By the Commission.

Vanessa A. Countryman
Secretary

³ 17 C.F.R. § 201.1105(a) and (c).

⁴ *Id.*

⁵ 17 C.F.R. § 201.1105(d) and (e).