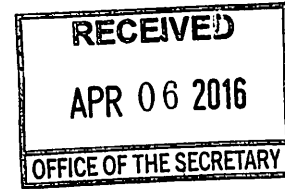


Peter J. Eichler, Jr.  
*In pro per*



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

ADMINISTRATIVE PROCEEDING  
File No. 3-17003

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In the Matter of

PETER J. EICHLER, JR.

DECLARATION OF PETER  
J. EICHLER, JR. IN  
RESPONSE TO SEC'S  
REPLY BRIEF. APRIL 6,  
2016

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I, PETER J. EICHLER, JR., declare and state:

1. The following facts are based upon my personal knowledge, and/or upon facts which I reasonably believe to be true and correct, as explained below.
2. First, I am not attempting to disavow or ignore the terms and implications of the Consent Decree. To the contrary, I am merely attempting to ensure that this tribunal is presented with, and understands, the actual context of the underlying facts when it considers and rules upon the SEC's request for a lifetime bar against me.
3. Second, as I have previously stated, because I do not have the financial resources to retain counsel, I am representing myself in this proceeding. The fact that I was previously represented by counsel in the trial court misses the point. *I do not have the benefit of counsel in this proceeding.*
4. Third, as acknowledged at page 5 of the SEC's reply brief, the trial court's decision is presently the subject a pending appeal before the Ninth Circuit Court of Appeals. It remains to be seen whether the trial court's decision will be overturned on appeal. Given the pendency of the appeal, at a minimum, it appears premature for the SEC's present request for a lifetime ban against me in this proceeding.
5. Fourth, as established by the September 13, 2013 email from my then counsel to Mr. Leung, at that point in time the SEC was prepared to agree to a 5-year ban.

***Significantly, nothing has changed since that point in time.*** I have not been engaged in any aspect of the securities business since that time. Given this fact, one must ponder why a five-year ban was acceptable then, but a lifetime ban is now supposedly warranted. There are not any new facts or circumstances to review or consider on the temporal length of ban issue.

6. Fifth, it is evident that the SEC desires to steamroll me permanently out of the industry. In entering the Consent Decree, I did not agree that the SEC would be excused or absolved from the obligation to present competent and sufficient evidence to support the factual allegations of its complaint. Indeed, if I had done so, I would have been precluded from participating in the trial court proceedings. Contrary to the SEC's assertions before this tribunal, I am simply and properly attempting to ensure that all relevant contextual matter is presented to, and considered by, this court.
7. Finally, I want to note that the illicit meeting between a former employee of Aletheia ( who was terminated for cause) and the then Head of the SEC, Congressman Christopher Cox is not a "disagreement with a former employee", but rather evidence of a Poisonous Vine that infects the subsequent actions against me. It is not surprising that Mr. Leung continues to avoid and downplay evidence of a conspiracy against me. But it happened. This Tribunal should have the benefit of understanding the five-hour meeting between Mr. Christopher Cox and a terminated employee who, along with his son, admitted the theft of significant Aletheia Customer lists, the stealing of entire computer files and the uploading of these files into their illicit enterprise, and the intention and actions taken, to destroy Aletheia, and more specifically, me. I also know that the SEC staff in Los Angeles was working with a number of Aletheia employees who *should* have been giving me proper guidance and counsel but instead were actively working to harm and mislead me. This is highly relevant and is, at the very least, a mitigating factor. Taken together with the fact that Mr. Leung and his team failed to present and intentionally ignored my trades that disproved their theory of "scierter" suggests different actions and context and therefore, a much less punitive punishment.

I declare under penalty of perjury under the laws of the United States of America that the foregoing facts are true and correct, except as to such facts alleged on information and belief, and as to those facts, I reasonably believe them to be true. Executed in Los Angeles County, California on April \_\_, 2016.

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Peter J. Eichler, Jr.