UNITED STATES OF AMERICA before the SECURITIES AND EXCHANGE COMMISSION

INVESTMENT ADVISERS ACT OF 1940 Release No. 4732 / July 20, 2017

ADMINISTRATIVE PROCEEDING File No. 3-16182

In the Matter of

: ORDER RESCHEDULING PAUL EDWARD "ED" LLOYD, JR., CPA : ORAL ARGUMENT

: Respondent :

IT IS ORDERED that oral argument in this matter currently scheduled for Wednesday, August 16, 2017, is rescheduled for Wednesday, October 25, 2017 at 2:30 p.m., at 100 F Street, NE, Washington, DC, in the Auditorium (L-002).

A total of 40 minutes has been allocated for the argument, 20 minutes to counsel for the Respondent and 20 minutes to counsel for the Division of Enforcement. The parties will argue in the above order, and both sides may reserve time for rebuttal.

Rule 451 of the Commission's Rules of Practice provides that a member of the Commission not present at the oral argument may participate in the Commission's decision, subject to the understanding that he or she will review the transcript of the argument.

For the Commission, by its Secretary, pursuant to delegated authority.

Eduardo A. Aleman Assistant Secretary