

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 90462 / November 19, 2020

Admin. Proc. File No. 3-19450

In the Matter of

PHYSICIAN HEALTHCARE PLAN OF NEW JERSEY,
INC., TEDA TECHNOLOGIES INTERNATIONAL, INC.,
AND UCELLIT.COM, INC.

ORDER TO SHOW CAUSE

The Securities and Exchange Commission (“Commission”) issued an Order Instituting Proceedings (“OIP”) on September 13, 2019, pursuant to Section 12(j) of the Securities Exchange Act of 1934, against respondents Physician Healthcare Plan of New Jersey, Inc., Teda Technologies International, Inc., and Ucellit.com, Inc. (collectively, “Respondents”).¹

On October 29, 2019, the Division of Enforcement filed a motion for an order entering a default against respondents Physician Healthcare Plan of New Jersey, Inc. and Teda Technologies International, Inc. and revoking the registrations of their securities. The motion included a Declaration of Charles Davis, which stated that, pursuant to Rule 141(a)(2)(ii) of the Commission’s Rules of Practice, service of the OIP was made on Physician Healthcare Plan of New Jersey, Inc. on September 17, 2019 and service of the OIP was made on Teda Technologies International, Inc. on September 26, 2019.² On December 10, 2019, the Division of Enforcement filed a motion for an order entering a default against respondent Ucellit.com, Inc. The motion included a Declaration of Charles Davis, which stated that, pursuant to Rule 141(a)(2)(ii), service of the OIP was made on Ucellit.com, Inc. on October 29, 2019.

¹ *Physician Healthcare Plan of New Jersey, Inc.*, Exchange Act Release No. 86966, 2019 WL 5336713 (Sept. 13, 2019).

² 17 C.F.R. § 201.141(a)(2)(ii), .141(a)(2)(iv); *see Water Splash, Inc. v. Menon*, 137 S. Ct. 1504, 1513 & n.7 (2017) (holding that “in cases governed by the Hague Service Convention, service by mail is permissible if two conditions are met: first, the receiving state has not objected to service by mail; and second, service by mail is authorized under otherwise-applicable law” and noting that Canada does not object to service by mail).

As stated in the OIP, Respondents' answers were required to be filed within ten days of service of the OIP.³ As of the date of this order, Respondents have not filed answers. The prehearing conference and the hearing are thus continued indefinitely.

Accordingly, Respondents are ORDERED to SHOW CAUSE by December 3, 2020, why the registrations of their securities should not be revoked by default due to their failures to file an answer and to otherwise defend this proceeding. When a party defaults, the allegations in the OIP will be deemed to be true and the Commission may determine the proceeding against that party upon consideration of the record without holding a public hearing.

If Respondents fail to respond to this order to show cause, they may be deemed in default, the proceeding may be determined against them, and their securities may be revoked.⁴ Upon review of the filings in response to this order, the Commission will either direct further proceedings by subsequent order or issue a final order resolving the matter.

The parties' attention is called to the Commission's March 18, 2020 order regarding the filing and service of papers and stating that pending further order of the Commission parties to the extent possible shall submit all filings electronically at apfilings@sec.gov.⁵

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

Vanessa A. Countryman
Secretary

³ Rules of Practice 151(a), 160(b), 220(b), 17 C.F.R. §§ 201.151(a), .160(b), .220(b).

⁴ Rules of Practice 155, 180, 17 C.F.R. § 201.155, .180; *see Physician Healthcare Plan of New Jersey, Inc.*, 2019 WL 5336713 (“If Respondents fail to file the directed Answers, . . . [they] may be deemed in default and the proceedings may be determined against them . . .”).

⁵ *See Pending Administrative Proceedings*, Exchange Act Release No. 88415, <https://www.sec.gov/litigation/opinions/2020/33-10767.pdf>.