

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 93259 / October 4, 2021

Admin. Proc. File No. 3-20502

In the Matter of

PURA NATURALS, INC.

ORDER REGARDING SERVICE

The Securities and Exchange Commission (“Commission”) issued an Order Instituting Proceedings (“OIP”) on August 30, 2021, pursuant to Section 12(j) of the Securities Exchange Act of 1934, against respondent Pura Naturals, Inc. (“Respondent”).¹

On September 24, 2021, the Division of Enforcement filed a Declaration of Sandhya C. Harris, which asserted that, pursuant to Commission Rule of Practice 141(a)(2)(ii),² service of the OIP was made on Respondent on September 4, 2021. The Declaration stated that such service was made by sending the OIP via the United States Postal Service (“USPS”) “to the address shown on [Respondent’s] most recent EDGAR filing at 23101 Lake Center Drive, Suite 100, Lake Forest, CA 92630[,]” and that this address was “taken from [Respondent’s] last filing with the Commission, which was a Form 12b-25 filed with the Commission on May 15, 2020.” The Declaration stated further that the “USPS tracking system confirms that delivery was attempted on September 4, 2021.” The USPS tracking information submitted as an exhibit to the Declaration shows that the mailing arrived at a post office in the 92630 zip code on the morning of September 4, 2021, that the “forward [had] expired,” and that the mailing was then returned to the Commission’s headquarters in the 20549 zip code.

The Commission’s EDGAR database indicates that, in addition to the Form 12b-25 that Respondent filed on May 15, 2020, Respondent also filed a Form 8-K on May 15, 2020.³ The Form 8-K lists a different address than the Form 12b-25: “23615 El Toro Road, #300, Lake

¹ *Pura Nats., Inc.*, Exchange Act Release No. 92815, 2021 WL 3893072 (Aug. 30, 2021).

² 17 C.F.R. § 201.141(a)(2)(ii).

³ See Rule of Practice 323, 17 C.F.R. § 201.323 (permitting the Commission to take official notice of, among other things, “any matter in the public official records of the Commission”).

Forest, CA 92630.” The Declaration does not indicate that the OIP was mailed to this address. Therefore, the record does not establish that service of the OIP has been accomplished.

Accordingly, it is ORDERED that the Division shall file a status report concerning service of the OIP on Respondent by October 18, 2021, and every 28 days thereafter until service is accomplished.⁴

The parties’ attention is directed to the most recent amendments to the Commission’s Rules of Practice, which took effect on April 12, 2021, and which include new e-filing requirements.⁵

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

Vanessa A. Countryman
Secretary

⁴ As part of this status report, the Division should provide its view as to whether the tracking information showing that the “forward [had] expired” with respect to the mailing to the address on the Form 12b-25 establishes that there was a “confirmation of attempted delivery” to that address, as required by Rule of Practice 141(a)(2)(ii), 17 C.F.R. § 201.141(a)(2)(ii).

⁵ *Amendments to the Commission’s Rules of Practice*, Exchange Act Release No. 90442, 2020 WL 7013370 (Nov. 17, 2020), 85 Fed. Reg. 86,464, 86,474 (Dec. 30, 2020); *Instructions for Electronic Filing and Service of Documents in SEC Administrative Proceedings and Technical Specifications*, <https://www.sec.gov/efapdocs/instructions.pdf>. The amendments impose other obligations such as a new redaction and omission of sensitive personal information requirement. *Amendments to the Commission’s Rules of Practice*, 85 Fed. Reg. at 86,465–81.