

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 67393 / July 10, 2012

ADMINISTRATIVE PROCEEDING
File No. 3-14945

<p>In the Matter of</p> <p style="text-align:center">Mitchell Segal, Esq.</p> <p>Respondent.</p>

**ORDER INSTITUTING PUBLIC
ADMINISTRATIVE PROCEEDINGS AND
IMPOSING TEMPORARY SUSPENSION
PURSUANT TO RULE 102(e)(3) OF THE
COMMISSION'S RULES OF PRACTICE**

I.

The Securities and Exchange Commission ("Commission") deems it appropriate and in the public interest that public administrative proceedings be, and hereby are, instituted pursuant to Rule 102(e)(3)¹ of the Commission's Rules of Practice against Mitchell Segal, Esq. ("Respondent" or "Segal").

II.

The Commission finds that:

A. RESPONDENT

1. Mitchell Segal, Esq., age 56, is and has been an attorney licensed to practice law in the State of New York and a sole practitioner with the professional association of the Law Offices of Mitchell S. Segal, PC, in Great Neck, New York.

¹ Rule 102(e)(3)(i) provides, in relevant part, that:

The Commission, with due regard to the public interest and without preliminary hearing, may, by order, temporarily suspend from appearing or practicing before it any attorney . . . who has been by name . . . [p]ermanently enjoined by any court of competent jurisdiction, by reason of his or her misconduct in an action brought by the Commission, from violating or aiding and abetting the violation of any provision of the Federal securities laws or of the rules and regulations thereunder.

B. THE PERMANENT INJUNCTION AGAINST SEGAL

2. The Commission's complaint alleged, among other claims, that Segal and others violated Section 5 of the Securities Act of 1933 ("Securities Act") by "offering and selling securities when no registration statement had been filed or was in effect as to such securities and when no exemption from registration was available. The complaint further alleged that Segal violated, and aided and abetted in the violation of Section 10(b) of the Securities Exchange Act of 1934 ("Exchange Act"), by "obtaining and furnishing false documents . . . to support a legal opinion letter that was provided to Alternative Green Technologies, Inc.'s transfer agent so that the transfer agent would issue millions of shares of purportedly unrestricted AGTI stock in an unregistered offering."

3. On April 11, 2012, the U.S. District Court for the Southern District of New York entered a final judgment against Segal, permanently enjoining him from future violations of Section 5 of the Securities Act of 1933 ("Section 5") and Section 10(b) of the Securities Exchange Act of 1934 ("Section 10(b)"). United States Securities and Exchange Commission v. Alternative Green Technologies, Inc., Mitchell Segal, et al., 11 Civ. 9056 (DAB). Specifically, the judgment permanently restrained and enjoined Segal from violating directly or indirectly, or aiding and abetting in the violation of, Section 10(b) [15 U.S.C. § 78j(b)] and Rule 10b-5 promulgated thereunder [17 C.F.R. § 240.10b-5], by using any means or instrumentality of interstate commerce to employ any device, scheme or artifice to defraud, to make any untrue statement or omission of material fact or to engage in any act, practice, or course of business which operates or would operate as a fraud or deceit upon any person. The judgment restrains and enjoins Segal from violating Section 5 [15 U.S.C. § 77e], by buying, selling or causing the sale of unregistered securities, in the absence of any applicable exemption. The judgment also prohibits Segal from acting as an officer or director of any issuer that has a class of securities registered pursuant to Section 12 of the Exchange Act, 15 U.S.C. § 781 or that is required to file reports pursuant to Section 15(d) of the Exchange Act, 15 U.S.C. § 780(d). The court permanently barred Segal from participating in any offering of penny stock as defined by Rule 3a51-1 under the Exchange Act [17 C.F.R. § 240.3a51-1]. Finally, the court ordered AGTI and Segal to pay disgorgement of ill-gotten gains, prejudgment interest thereon, and a civil penalty pursuant to Section 20(d) of the Securities Act [15 U.S.C. § 77t(d)] and Section 21(d)(3) of the Exchange Act [15 U.S.C. § 78u(d)(3)], the amounts of which will be determined by the court upon motion of the Commission.

III.

Based upon the foregoing, the Commission finds that a court of competent jurisdiction has permanently enjoined Segal, an attorney, from violating the Federal securities laws within the meaning of Rule 102(e)(3)(i)(A) of the Commission's Rules of Practice. In view of these findings, the Commission deems it appropriate and in the public interest that Mitchell Segal, Esq. be temporarily suspended from appearing or practicing before the Commission.

IT IS HEREBY ORDERED that Mitchell Segal, Esq. be, and hereby is, temporarily suspended from appearing or practicing before the Commission. This Order shall be effective upon service on the Respondent.

IT IS FURTHER ORDERED that Mitchell Segal, Esq. may within thirty days after service of this Order file a petition with the Commission to lift the temporary suspension. If the Commission within thirty days after service of the Order receives no petition, the suspension shall become permanent pursuant to Rule 102(e)(3)(ii).

If a petition is received within thirty days after service of this Order, the Commission shall, within thirty days after the filing of the petition, either lift the temporary suspension, or set the matter down for hearing at a time and place to be designated by the Commission, or both. If a hearing is ordered, following the hearing, the Commission may lift the suspension, censure the petitioner, or disqualify the petitioner from appearing or practicing before the Commission for a period of time, or permanently, pursuant to Rule 102(e)(3)(iii).

This Order shall be served upon Mitchell Segal, Esq. personally or by certified mail at his last known address.

By the Commission.

Elizabeth M. Murphy
Secretary