

UNITED STATES OF AMERICA  
before the  
SECURITIES AND EXCHANGE COMMISSION

SECURITIES ACT OF 1933  
Release No. 9695 / December 22, 2014

Admin. Proc. File No. 3-16173

In the Matter of  
the Registration Statement of

Esir1, Inc.  
433 North Camden Drive  
6th Floor  
Beverly Hills, CA 90210

NOTICE THAT INITIAL DECISION HAS BECOME FINAL

The time for filing a petition for review of the initial decision in this proceeding has expired. No such petition has been filed by Esir1, Inc., and the Commission has not chosen to review the decision on its own initiative.

Accordingly, notice is hereby given, pursuant to Rule 360(d) of the Commission's Rules of Practice,<sup>1</sup> that the initial decision of the administrative law judge,<sup>2</sup> has become the final decision of the Commission with respect to Esir1, Inc. The order contained in that decision is hereby declared effective. The initial decision ordered that, pursuant to Section 8(d) of the Securities Act of 1933, the effectiveness of the registration statement filed by Esir1, Inc., be, and hereby is, suspended.

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

Brent J. Fields  
Secretary

<sup>1</sup> 17 C.F.R. § 201.360(d).

<sup>2</sup> *Esir1, Inc.*, Initial Decision Rel. No. 702 (Oct. 24, 2014), 110 SEC Docket 01, 2014 WL 5408504.