

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES ACT OF 1933
Release No. 9747 / April 16, 2015

SECURITIES EXCHANGE ACT OF 1934
Release No. 74748 / April 16, 2015

ADMINISTRATIVE PROCEEDING
File No. 3-16493

In the Matter of

EDWARD T. FARMER

Respondent.

**ORDER INSTITUTING ADMINISTRATIVE
AND CEASE-AND-DESIST PROCEEDINGS,
PURSUANT TO SECTION 8A OF THE
SECURITIES ACT OF 1933 AND SECTIONS
15(b) AND 21C OF THE SECURITIES
EXCHANGE ACT OF 1934, MAKING
FINDINGS, AND IMPOSING REMEDIAL
SANCTIONS AND A CEASE-AND-DESIST
ORDER**

I.

The Securities and Exchange Commission (“Commission”) deems it appropriate that public administrative and cease-and-desist proceedings be, and hereby are, instituted pursuant to Section 8A of the Securities Act of 1933 (“Securities Act”) and Sections 15(b) and 21C of the Securities Exchange Act of 1934 (“Exchange Act”) against Edward T. Farmer (“Respondent”).

II.

In anticipation of the institution of these proceedings, Respondent has submitted an Offer of Settlement (the “Offer”) which the Commission has determined to accept. Solely for the purpose of these proceedings and any other proceedings brought by or on behalf of the Commission, or to which the Commission is a party, and without admitting or denying the findings herein, except as to the Commission’s jurisdiction over him and the subject matter of these proceedings, which are admitted, and except as provided herein in Section V, Respondent consents to the entry of this Order Instituting Administrative and Cease-and-Desist Proceedings, Pursuant to Section 8A of the Securities Act of 1933 and Sections 15(b) and 21C of the Securities Exchange Act of 1934, Making Findings, and Imposing Remedial Sanctions and a Cease-and-Desist Order (“Order”), as set forth below.

III.

On the basis of this Order and Respondent's Offer, the Commission finds¹ that:

Respondent

1. Respondent was the sole officer, director, and majority shareholder of We Sell for U Corp. ("We Sell for U"), a Florida corporation. Respondent, 68 years old, is a resident of Sarasota, Florida.

Other Relevant Entities and Persons

2. We Sell for U, incorporated in Florida on November 13, 2007, registered an offering of 4,000,000 shares of common stock pursuant to a registration statement effective as of March 7, 2008. We Sell for U's stated principal place of business was in Osprey, Florida. Effective as of December 30, 2008, We Sell for U underwent a change of control pursuant to a stock purchase agreement. We Sell for U had at least two undisclosed parents, promoters, and control persons ("undisclosed control persons") prior to that change of control.

Background

3. One of the undisclosed control persons approached Respondent for a business plan to be adopted, but never implemented, by a company whose sole purpose was to be sold as a public vehicle, and told Respondent that Respondent would be paid a flat fee upon the sale of the company. That company was soon incorporated as We Sell for U on November 13, 2007.

4. On January 25, 2008, We Sell for U filed a Form SB-2 registration statement seeking to register the offer and sale of 4,000,000 common shares in a \$40,000 public offering, and amended its statement (designated as Form S-1/A) on March 4, 2008 and March 6, 2008 (together, the "Registration Statement"). The Registration Statement became effective as of March 7, 2008.

5. According to the Registration Statement and We Sell for U's other filings with the Commission, Respondent was the President, Director, Principal Executive Officer, Principal Financial Officer, Principal Accounting Officer, majority shareholder, and sole member of management of We Sell for U. Respondent knew that he was designated to hold these various positions with respect to We Sell for U.

6. The Registration Statement and We Sell for U's other filings with the Commission materially misrepresented that Respondent had capitalized We Sell for U and controlled, and would continue to control, We Sell for U. Respondent knew at all material times that, to the contrary, We

¹ The findings herein are made pursuant to Respondent's Offer of Settlement and are not binding on any other person or entity in this or any other proceeding.

Sell for U was capitalized, operated and otherwise controlled by the undisclosed control persons, none of whom was disclosed in any of We Sell for U's filings with the Commission.

7. The Registration Statement and We Sell for U's other filings with the Commission materially misrepresented that We Sell for U's business plan was "to develop and provide service offerings to facilitate auctions on eBay for individuals and companies who lack the eBay expertise and/or time to list/sell and ship items they wish to sell." Respondent took no actions toward any such business plan for We Sell for U. Respondent knew at all material times that We Sell for U had no purpose other than to engage in a merger or acquisition with an unidentified entity. Therefore, We Sell for U was an undisclosed "blank check company" as defined in Rule 419 under the Securities Act.

8. Respondent took no actions toward devising, designing, maintaining, or evaluating internal accounting controls, disclosure controls and procedures as defined in Rule 15d-15(e) under the Exchange Act ("disclosure controls and procedures"), or internal control over financial reporting as defined in Rule 15d-15(f) under the Exchange Act ("internal control over financial reporting") for We Sell for U.

9. We Sell for U filed Forms 10-Q on May 13, 2008, July 14, 2008, October 15, 2008, and October 23, 2008. Although Respondent did not expressly consent to the use of his electronic signature on these periodic reports and the accompanying certifications, Respondent received drafts and final versions of periodic reports containing certifications signed in his name prior to their filing and email confirmations from the Commission upon their filing. These periodic reports and certifications contained material misrepresentations and omissions pertaining to We Sell for U's business plan and Respondent's involvement in We Sell for U, including but not limited to Respondent's purported design, establishment, evaluation, and maintenance of disclosure controls and procedures and internal control over financial reporting.

10. Respondent signed other documents at the direction of the undisclosed control persons in furtherance of We Sell for U's sole purpose as a public vehicle for merger or acquisition, including board resolutions, documents in support of a Form 211 application filed with the Financial Industry Regulatory Authority (FINRA) and management representation letters to auditors containing false statements related to the issuance of We Sell for U's shares, the accuracy of We Sell for U's disclosures, Respondent's knowledge of fraud involving We Sell for U, and the existence and nature of We Sell for U's disclosure controls and procedures and internal control over financial reporting.

11. Respondent signed the stock purchase agreement dated December 30, 2008, by which all shares of We Sell for U common stock were sold to a third party to effectuate a change of control. This agreement contained materially false representations and warranties with respect to the accuracy of We Sell for U's filings with the Commission, We Sell for U's compliance in all material respects with all applicable laws and regulations (including specifically the Sarbanes-Oxley Act of 2002), and We Sell for U's disclosure controls and procedures and internal control over financial reporting.

12. Respondent took these various actions at the direction of We Sell for U's undisclosed control persons. Respondent received \$35,000 upon the sale of We Sell for U as the flat fee agreed upon with one of the undisclosed control persons that had no correlation to Respondent's purported ownership of We Sell for U shares or the terms of the stock purchase agreement.

13. As a result of the conduct described above, Respondent willfully violated Section 13(b)(5) of the Exchange Act, which prohibits a person from knowingly circumventing or knowingly failing to implement a system of internal accounting controls or knowingly falsifying any book, record or account described in Section 13(b)(2) of the Exchange Act.

14. As a result of the conduct described above, Respondent willfully violated Rule 13b2-1 under the Exchange Act, which prohibits a person from directly or indirectly falsifying or causing to be falsified any book, record, or account subject to Section 13(b)(2)(A) of the Exchange Act.

15. As a result of the conduct described above, Respondent willfully violated Rule 13b2-2 under the Exchange Act, which prohibits an officer or director of an issuer to make or cause to be made, or omit or cause another person to omit to state, a materially false or misleading statement to an accountant in connection with the preparation or filing of any document or report required to be filed with the Commission.

16. As a result of the conduct described above, Respondent violated Rule 15d-14 under the Exchange Act, which requires that the principal executive and principal financial officers of an issuer that files a report pursuant to Section 15(d) of the Exchange Act sign a certification that, among other things and based on their knowledge, the periodic report filed with the Commission does not contain any untrue statement of material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading.

17. As a result of the conduct described above, Respondent violated Rule 15d-15 under the Exchange Act, which requires the management of an issuer that files reports pursuant to Section 15(d) of the Exchange Act to evaluate the effectiveness of the issuer's disclosure controls and procedures, and which requires the management of an issuer that either had been required to file an annual report pursuant to Section 13(a) or 15(d) of the Act, or had previously filed an annual report, to evaluate the effectiveness of the issuer's internal control over financial reporting.

18. As a result of the conduct described above, Respondent caused violations by the undisclosed control persons of Section 17(a) of the Securities Act, which prohibits fraudulent conduct in the offer or sale of securities.

19. As a result of the conduct described above, Respondent willfully aided and abetted and caused violations by the undisclosed control persons of Section 10(b) of the

Exchange Act and Rule 10b-5 promulgated thereunder, which prohibit fraudulent conduct in connection with the purchase or sale of securities.

20. As a result of the conduct described above, Respondent willfully aided and abetted and caused violations by We Sell for U of Section 13(b)(2)(A) of the Exchange Act, which requires that an issuer which is required to file reports pursuant to Section 15(d) of the Exchange Act make and keep books, records, and accounts, which, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the issuer.

21. As a result of the conduct described above, Respondent aided and abetted and caused violations by We Sell for U of Section 13(b)(2)(B) of the Exchange Act, which requires that an issuer which is required to file reports pursuant to Section 15(d) of the Exchange Act devise and maintain a system of internal accounting controls.

22. As a result of the conduct described above, Respondent aided and abetted and caused violations by We Sell for U of Section 15(d) of the Exchange Act, Rules 12b-11, 12b-20, 15d-13 and 15d-14 thereunder and willfully aided and abetted and caused violations by We Sell for U of Rule 302 of Regulation S-T, which require that an issuer which has filed a registration statement which has become effective pursuant to the Securities Act file periodic information, documents, and reports as required pursuant to Section 13 of the Exchange Act, including quarterly reports on Form 10-Q, and that such reports be signed, contain such material information as may be necessary to make the required statements in light of the circumstances under which they are made not misleading, and include certifications signed by the issuer's principal executive and principal financial officers.

23. As a result of the conduct described above, Respondent willfully aided and abetted and caused violations by We Sell for U of Rule 13b2-1 under the Exchange Act, which prohibits a person from directly or indirectly falsifying or causing to be falsified any book, record, or account subject to Section 13(b)(2)(A) of the Exchange Act.

24. As a result of the conduct described above, Respondent aided and abetted and caused violations by We Sell for U of Rule 15d-15 under the Exchange Act, which requires an issuer that files reports pursuant to Section 15(d) of the Exchange Act to evaluate the effectiveness of the issuer's disclosure controls and procedures, and which requires an issuer that either had been required to file an annual report pursuant to Section 13(a) or 15(d) of the Act, or had previously filed an annual report, to evaluate the effectiveness of the issuer's internal control over financial reporting.

Disgorgement

25. Respondent has submitted a sworn Statement of Financial Condition dated October 15, 2014 and other evidence, and has asserted his inability to pay prejudgment interest on the disgorgement ordered herein.

IV.

In view of the foregoing, the Commission deems it appropriate to impose the sanctions agreed to in Respondent Farmer's Offer.

Accordingly, pursuant to Section 8A of the Securities Act and Sections 15(b) and 21C of the Exchange Act, it is hereby ORDERED that:

A. Respondent Farmer cease and desist from committing or causing any violations and any future violations of Section 17(a) of the Securities Act, Sections 10(b), 13(b)(2)(A), 13(b)(2)(B), 13(b)(5) and 15(d) of the Exchange Act and Rules 10b-5, 12b-11, 12b-20, 13b2-1, 13b2-2, 15d-13, 15d-14 and 15d-15 promulgated thereunder, and Rule 302 of Regulation S-T.

B. Respondent Farmer be, and hereby is:

prohibited 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 or that is required to file reports pursuant to Section 15(d) of the Exchange Act; and

barred from participating in any offering of a penny stock, including: acting as a promoter, finder, consultant, agent or other person who engages in activities with a broker, dealer or issuer for purposes of the issuance or trading in any penny stock, or inducing or attempting to induce the purchase or sale of any penny stock.

C. Respondent shall, within 10 days of the entry of this Order, pay disgorgement of \$35,000 which represents profits gained as a result of the conduct described herein, and prejudgment interest of \$7,816.50, but that payment of such amount (except for \$35,000) is waived based upon Respondent's sworn representations in his Statement of Financial Condition dated October 15, 2014 and other documents submitted to the Commission. The payment required by this Order shall be made to the Securities and Exchange Commission. If timely payment is not made, additional interest shall accrue pursuant to SEC Rule of Practice 600. Payment must be made in one of the following ways:

- (1) Respondent may transmit payment electronically to the Commission, which will provide detailed ACH transfer/Fedwire instructions upon request;
- (2) Respondent may make direct payment from a bank account via Pay.gov through the SEC website at <http://www.sec.gov/about/offices/ofm.htm>; or
- (3) Respondent may pay by certified check, bank cashier's check, or United States postal money order, made payable to the Securities and Exchange Commission and hand-delivered or mailed to:

Enterprise Services Center
Accounts Receivable Branch
HQ Bldg., Room 181, AMZ-341
6500 South MacArthur Boulevard
Oklahoma City, OK 73169

Payments by check or money order must be accompanied by a cover letter identifying Edward Farmer as a Respondent in these proceedings, and the file number of these proceedings; a copy of the cover letter and check or money order must be sent to Glenn S. Gordon, Associate Regional Director, Division of Enforcement, Securities and Exchange Commission, 801 Brickell Avenue, Suite 1800, Miami, Florida 33131.

D. The Division of Enforcement ("Division") may, at any time following the entry of this Order, petition the Commission to: (1) reopen this matter to consider whether Respondent provided accurate and complete financial information at the time such representations were made; and (2) seek an order directing payment of disgorgement and pre-judgment interest. No other issue shall be considered in connection with this petition other than whether the financial information provided by Respondent was fraudulent, misleading, inaccurate, or incomplete in any material respect. Respondent may not, by way of defense to any such petition: (1) contest the findings in this Order; (2) assert that payment of disgorgement and interest should not be ordered; (3) contest the amount of disgorgement and interest to be ordered; or (4) assert any defense to liability or remedy, including, but not limited to, any statute of limitations defense.

V.

It is further Ordered that, solely for purposes of exceptions to discharge set forth in Section 523 of the Bankruptcy Code, 11 U.S.C. §523, the findings in this Order are true and admitted by Respondent, and further, any debt for disgorgement, prejudgment interest, civil penalty or other amounts due by Respondent under this Order or any other judgment, order, consent order, decree or settlement agreement entered in connection with this proceeding, is a debt for the violation by Respondent of the federal securities laws or any regulation or order issued under such laws, as set forth in Section 523(a)(19) of the Bankruptcy Code, 11 U.S.C. §523(a)(19).

By the Commission.

Brent J. Fields
Secretary