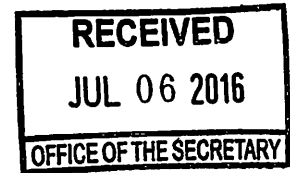


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**UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION**



**ADMINISTRATIVE PROCEEDING
File No. 3-16946**

In the Matter of

**GEORGE CHARLES CODY
PRICE**

Respondent.

**DIVISION OF ENFORCEMENT'S
NOTICE OF OPPOSITION OF PETITION FOR REVIEW**

July 1, 2016

Division of Enforcement

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Los Angeles Regional Office

Securities and Exchange Commission

444 S. Flower Street, Suite 900

Los Angeles, California 90071-9591

Facsimile: (213) 443-1905

The Division of Enforcement (“Division”) opposes the petition for review filed by Respondent George Charles Cody Price (“Price” or “Respondent”) and respectfully requests that the Securities and Exchange Commission (“Commission”) affirm the Initial Decision of the Administrative Law Judge issued on June 3, 2016, which barred Respondent from the securities industry based on the entry of permanent injunctions against him by the United States District Court of the Southern District of California. Pursuant to Rules of Practice 154 and 411(e), the Division intends to separately move for summary affirmance of the Initial Decision. Because summary disposition was appropriate in this matter and Price’s petition for review does not raise any substantive issues or dispute the entry of the permanent injunctions against him, the Commission should reject the petition for review and summarily affirm the Initial Decision.

Dated: July 1, 2016

Respectfully submitted,

DIVISION OF ENFORCEMENT



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In the Matter of George Charles Cody Price
Administrative Proceeding File No. 3-16946
Service List

Pursuant to Commission Rule of Practice 151 (17 C.F.R. § 201.151), I certify that the attached:

NOTICE OF APPEARANCE

was served on July 1, 2016 upon the following parties as follows:

By Facsimile and Overnight Mail

Brent J. Fields, Secretary
Securities and Exchange Commission
100 F. Street, N.E., Mail Stop 1090
Washington, DC 20549-1090
Facsimile: (202) 772-9324
(Original and three copies)

By Email

Honorable Brenda P. Murray
Administrative Law Judge
Securities and Exchange Commission
100 F Street, N.E., Mail Stop 2557
Washington, DC 20549-2557
Email: alj@sec.gov

By Email and U.S. Mail

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Counsel For Respondent
George Charles Cody Price
Attorney for Respondent

Dated: July 1, 2016



Lynn M. Dean