

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION
July 21, 2016

INVESTMENT ADVISERS ACT OF 1940
Release No.4461 / July 21, 2016

ADMINISTRATIVE PROCEEDING
File No. 3-16946

In the Matter of

GEORGE CHARLES CODY PRICE

ORDER
GRANTING
PETITION
FOR REVIEW
AND SCHEDULING
BRIEFS

Pursuant to Commission Rule of Practice 411,¹ the petition of George Charles Cody Price for review of the administrative law judge's initial decision² is granted.³ Pursuant to Rule of Practice 411(d),⁴ the Commission will determine what sanctions, if any, are appropriate in this matter.

Accordingly, IT IS ORDERED, pursuant to Rule of Practice 450(a),⁵ that a brief in support of the petition for review shall be filed by August 22, 2016. A brief in opposition shall be filed by September 21, 2016, and any reply brief shall be filed by October 5, 2016.⁶ Pursuant to

¹ 17 C.F.R. § 201.411.

² *George Charles Cody Price*, Initial Decision Rel. No. 1018 (June 3, 2016), 114 SEC Docket 05, 2016 WL 3124675.

³ The Division of Enforcement filed an opposition to Price's petition, but the Rules of Practice do not provide for such a filing. *See Adoption of Amendments to the Rules of Practice*, Exchange Act Release No. 49412, 2004 WL 503739, at *12 (Mar. 12, 2004).

⁴ 17 C.F.R. § 201.411(d).

⁵ 17 C.F.R. § 201.450(a).

⁶ As provided by Rule of Practice 450(a), no briefs in addition to those specified in this schedule may be filed without leave of the Commission. Attention is called to Rules 150 – 153, 17 C.F.R. § 201.150 – 153, with respect to form and service, and Rules of Practice 450(b) and (c), 17 C.F.R. § 201.450(b), 201.450(c), with respect to content and length limitations. Requests for extensions of time to file briefs are disfavored.

Rule of Practice 180(c),⁷ failure to file a brief in support of the petition may result in dismissal of this review proceeding as to that petitioner.

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

Brent J. Fields
Secretary

⁷ 17 C.F.R. § 201.180(c).