

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 93320 / October 14, 2021

ADMINISTRATIVE PROCEEDING
File No. 3-19991

In the Matter of

William D. King, CPA

Respondent.

EXTENSION ORDER

The Division of Enforcement (“Division”) has requested an extension of time until July 31, 2022 to submit a Proposed Plan of Distribution under Rule 1101(a) of the Commission’s Rules on Fair Fund and Disgorgement Plans, 17 C.F.R. § 201.1101(a).

On September 11, 2020, the Commission issued an Order Instituting Administrative and Cease-and-Desist Proceedings, Pursuant to Sections 15(b) and 21C of the Securities Exchange Act of 1934, Sections 203(f) and 203(k) of the Investment Advisers Act of 1940, and Section 9(b) of the Investment Company Act of 1940, Making Findings, and Imposing Remedial Sanctions and a Cease-and-Desist Order (the “Order”)¹ against William D. King, CPA (“King” or the “Respondent”). In the Order, the Commission found that from August 2015 through September 2018, King solicited clients to invest in a penny stock issuer, American Rebel Holdings, Inc. (“AREB”). King did not disclose that he received \$72,250 in AREB shares as a commission for soliciting sales nor that he retained \$447,384 in AREB shares as fees. The

¹ Exchange Act Rel. No. 89848 (Sept. 11, 2020).

Commission also found that King operated as a broker-dealer through his solicitation of investors and other activities without registering to do so.

The Commission ordered the Respondent to pay \$519,634.00 in disgorgement, \$33,388.13 in prejudgment interest, and a \$75,000.00 civil money penalty, for a total of \$628,022.13, to the Commission, pursuant to the payment plan detailed therein. The Commission also created a Fair Fund, pursuant to Section 308(a) of the Sarbanes-Oxley Act of 2002, so the penalty paid, along with the disgorgement and interest paid, can be distributed to harmed investors (the “Fair Fund”).

The Fair Fund consists of the \$628,022.13 paid by the Respondent. The Fair Fund has been deposited in an interest-bearing account at the U.S. Department of the Treasury’s Bureau of the Fiscal Service, and any accrued interest will be for the benefit of the Fair Fund.

In its request for an extension of time, the Division states that additional time is needed to locate and verify contact information for investors, compile investor records, complete the fund administrator solicitation and appointment process, develop the distribution methodology, and develop the plan of distribution.

Accordingly, for good cause shown, IT IS HEREBY ORDERED that the Division’s request for an extension of time until July 31, 2022 to submit a Proposed Plan of Distribution is granted.

For the Commission, by the Division of Enforcement, pursuant to delegated authority.²

Vanessa A. Countryman
Secretary

² 17 C.F.R. § 200.30-4(a)(21)(i).