

STATE OF ILLINOIS
SECRETARY OF STATE
SECURITIES DEPARTMENT

IN THE MATTER OF: DIVERSIFIED LIQUID ASSET)
HOLDINGS LLC.,)
ITS OFFICERS, DIRECTORS,) File No. 1000227
EMPLOYEES, AFFILIATES, SUCCESSORS,)
AGENTS AND ASSIGNS,)
AND TRAVIS M. OLIVER)
)

NOTICE OF HEARING

TO THE RESPONDENTS: Travis M. Oliver
Diversified Liquid Asset Holdings LLC.
3819 Rivertown Parkway
Suite 300, PMB 200
Grandville, MI 49418

You are hereby notified that pursuant to Section 11.F of the Illinois Securities Law of 1953, [815 ILCS 5/1 et seq.] (the "Act") and 14 Ill. Adm. Code 130, Subpart K, a public hearing will be held at 300 West Jefferson Street, Suite 300A, Springfield, Illinois 62702, on the 20th day of October, 2010, at the hour of 10:00 a.m., or as soon thereafter as counsel may be heard, before Jon K. Ellis, or such other duly designated Hearing Officer of the Secretary of State.

Said hearing will be held to determine whether an Order of Prohibition should be entered against Diversified Liquid Asset Holdings LLC., its Officers, Directors, Employees, Agents, Affiliates, Successors and Assigns, and Travis M. Oliver (the "Respondents") in the State of Illinois and granting such other relief as may be authorized under the Act including but not limited to imposition of a monetary fine in the maximum amount pursuant to Section 11 of the Act, payable within ten (10) days of the entry of the Order.

The grounds for such proposed action are as follows:

1. That Respondent, Diversified Liquid Asset Holdings LLC., is a purported business entity with a last known address of 3819 Rivertown Parkway, Suite 300, PMB 200, Grandville, MI 49418;

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2. That at all times relevant, the Respondent Travis M. Oliver, was an Officer, Director, Agent or Employee of Diversified Liquid Asset Holdings LLC.;
3. That on or about May 14, 2008, Respondents Diversified Liquid Asset Holdings LLC., its Officers, Directors, Employees, Agents, Affiliates, Successors and Assigns, and Travis M. Oliver, offered and sold to CH, an Illinois resident, an investment in Diversified Liquid Asset Holdings LLC., in which CH would earn a 12% annual interest rate for a total investment amount of \$70,000;
4. That CH was 88 years old at the time of the aforesaid investment;
5. That the aforesaid investment is a security as that term is defined pursuant to Section 2.1. of the Illinois Securities Law of 1953 [815 ILCS 5/1 et seq.] (the "Act");
6. That Section 5 of the Act provides, inter alia, that all securities except those exempt under Section 3 of the Act or those offered and sold in transactions exempt under Section 4 of the Act shall be registered with the Secretary of State prior to their offer or sale in the State of Illinois;
7. That Section 12.A of the Act provides, inter alia, that it shall be a violation of the Act for any person to offer or sell securities except in accordance with the provisions of the Act;
8. That Section 12.C of the Act provides, inter alia, that it shall be a violation of the Act for any person to act as a dealer or salesperson unless registered as such, where such registration is required;
9. That Section 12.D of the Act provides, inter alia, that it shall be a violation of the Act for any person to fail to file with the Secretary of State any document or application required to be filed under the provisions of the Act;
10. That at all times relevant hereto, Respondents Diversified Liquid Asset Holdings LLC., its Officers, Directors, Employees, Agents, Affiliates, Successors and Assigns, and Travis M. Oliver, failed to file an application for registration of the above-referenced securities with the

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Secretary of State prior to their offer or sale in the State of Illinois;

11. That at all times relevant hereto, Respondents Diversified Liquid Asset Holdings LLC., its Officers, Directors, Employees, Agents, Affiliates, Successors and Assigns, and Travis M. Oliver, failed to file an application for registration as a dealer or salesperson for the sales of securities in the State of Illinois;
12. That at all times relevant hereto, Respondents Diversified Liquid Asset Holdings LLC., its Officers, Directors, Employees, Agents, Affiliates, Successors and Assigns, and Travis M. Oliver, acted as a dealer and/or salesperson of securities while not being registered as such;
13. That by virtue of the foregoing, Respondents Diversified Liquid Asset Holdings LLC., its Officers, Directors, Employees, Agents, Affiliates, Successors and Assigns, and Travis M. Oliver, have violated Sections 12.A, 12.C and 12.D of the Act;
14. That Section 11.E(2) of the Act provides, inter alia, that if the Secretary of State shall find that any person has violated subsection C and/or D of Section 12 of the Act, the Secretary of State may by written order prohibit the person from offering or selling any securities in this State;
15. That Section 11.E.(3) of the Act provides, inter alia, that if the Secretary of State shall find that any person is engaging or has engaged in the business of selling or offering for sale securities as a dealer or salesperson without prior thereto and at the time thereof having complied with the registration or notice filing requirements of this Act, the Secretary of State may by written order prohibit the person from offering or selling any securities in this State;
16. That Section 11.E(4) of the Act provides, inter alia, that if the Secretary of State, after finding that any provision of the Act has been violated, may impose a fine as provided by rule, regulation or order not to exceed \$10,000.00 for each violation of the Act, as well as an order of public censure and the costs of investigation and reasonable expenses;

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17. That by virtue of the foregoing, the Respondents Diversified Liquid Asset Holdings LLC., its Officers, Directors, Employees, Agents, Affiliates, Successors and Assigns, and Travis M. Oliver, are subject to a fine of up to \$10,000.00 per violation, costs of investigation, reasonable expenses, an order of censure, and an order which permanently prohibits the Respondents from offering or selling securities in the State of Illinois.

You are further notified that you are required pursuant to Section 130.1104 of the Rules and Regulations (14 Ill. Adm. Code 130) (the "Rules"), to file an answer to the allegations outlined above or a Special Appearance pursuant to Section 130.1107 of the Rules, or other responsive pleading within thirty days of the receipt of this notice. Your failure to do so within the prescribed time shall be deemed an admission of the allegations contained in the Notice of Hearing and waives your right to a hearing.

Furthermore, you may be represented by legal counsel; may present evidence; may cross-examine witnesses and otherwise participate. A failure to so appear shall constitute default.

Delivery of notice to the designated representative of any Respondent constitutes service upon such Respondents.

Dated this 25th day of August, 2010

Jesse White *JW*
Jesse White
Secretary of State
State of Illinois

Attorney for the Secretary of State:
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Hearing Officer:

Jon K. Ellis

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Springfield, Illinois 62704

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