

**STATE OF ILLINOIS
SECRETARY OF STATE
SECURITIES DEPARTMENT**

_____))
IN THE MATTER OF: ROBERT COUCH, and))
COUCH FINANCIAL SERVICES, INC., and OIL2, INC., and))
their partners, officers and directors, agents, employees, affiliates,))
successors, and assigns.))
_____)

0900166

NOTICE OF HEARING

**TO RESPONDENTS: Robert Couch, and
 Couch Financial Services, Inc, and
 Oil2, Inc.
 5339 Alpha Road
 Suite 400
 Dallas, Texas 75240**

You are hereby notified that pursuant to Section 11.F of the Illinois Securities Law of 1953 [815 ILCS 5] (the "Act") and 14 Ill. Adm. Code 130, subpart K, a public hearing will be held at 69 West Washington Street, Suite 1220, Chicago, Illinois 60602, on the 8th day of May, 2013 at the hour of 10 00 a.m. or as soon thereafter as possible before James Kopecky, Esq. or such other designated Hearing Officer as the Secretary of State may appoint.

Said hearing will be held to determine whether a permanent Order shall be entered prohibiting Respondents **Robert Couch, Couch Financial Services, Inc. and Oil2, Inc.**, and their partners, officers and directors, agents and employees, affiliates, successors and assigns from offering or selling securities in or from the State of Illinois and/or granting such other relief as may be authorized under the Act, including but not limited to, the imposition of a monetary fine in the maximum amount pursuant to Sec. 11.E(4) of the Act, payable within ten (10) days of the Order.

The grounds for such proposed action are as follows.

- 1 That Respondent Robert Couch (hereinafter at times "Couch" or together with Couch Financial Services, Inc and Oil2, Inc. "Respondents") is an individual with a last known address of 5339 Alpha Road, Suite 400, Dallas, Texas 75240.
- 2 That Respondent Couch Financial Services, Inc. (hereinafter at times "CFS" or together with Couch and Oil2, Inc. "Respondents") is a Texas corporation doing business in Illinois.
- 3 That Respondent Oil2, Inc. (hereinafter at times "Oil2" or together with Couch and CFS "Respondents") is a Texas corporation doing business in Illinois

Notice of Hearing

2

4. That Respondent Couch is the President and Chief Executive Officer of CFS and of Oil2
5. That in May 2009 Respondent Couch participated with host Jeff Snyder in a radio program ("Broadcast") entitled *Wealth Off Wall Street* in which Couch indicated (among other predictions and assertions) to listeners that they should invest in "oil and gas", that he is an oil and gas producer, and that he and his companies CFS and Oil2 will accept investments of \$20,000.
6. That Couch affirmed the radio host's statement that "when the economy is down and not really doing well, we are making 14 percent in oil and gas. When the price goes up and the demand goes up, we are making 36 percent."
7. That Couch stated during the Broadcast that investors will become part owners of oil and gas producing real estate, with recordable deed.
8. That the real estate is owned, in part, by CFS and Oil2.
9. That Couch also asked listeners to the Broadcast to call in and make an appointment to attend an oil and gas investment seminar that Couch was leading
10. That the Broadcast was an offer to sell oil and gas investments through a general solicitation in that it was available to Illinois listeners, and throughout the United States through the internet and through "smart" phones.
11. That Illinois residents in fact purchased oil and gas investments from Respondents.
12. That Respondents' activities described above involve the offer and sale of investment contracts as those terms are defined in Sections 2.1, 2.5 and 2.5a of the Illinois Securities Law of 1953 [815 ILCS 5] (the "Act").

FAILURE TO REGISTER SECURITIES

13. That Section 5 of the Act provides, *inter alia*, that "all securities except those set forth under Section 2a of this Act or those exempt...shall be registered.. prior to their offer or sale in this State.
14. That Respondents failed to file an application with the Secretary of State to register the investment contracts as required by the Act, and as a result the investment contracts were not registered as such prior to their or sale in the State of Illinois.
15. That Section 12.A of the Act provides, *inter alia*, that it shall be a violation of the Act to offer or sell any security except in accordance with the provisions of the Act.

Notice of Hearing

3

- 16 That Section 12.D of the Act provides, *inter alia*, that it shall be a violation of the Act to fail to file with the Secretary of State any application, report or document required to be filed under the provisions of this Act or any rule or regulation made by the Secretary of State pursuant to the Act or to fail to comply with the terms of any order of the Secretary of State issued pursuant to Section 11 hereof.
17. By virtue of the foregoing, Respondents violated Sections 12.A. and 12.D of the Act.

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 within thirty (30) days of the receipt of this notice. A failure to file an answer within the prescribed time shall be construed as an admission of the allegations contained in the Notice of 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, unless any Respondent has upon due notice moved for and obtained a continuance.

The Rules promulgated under the Act and pertaining to Hearings held by the Office of the Secretary of State, Securities Department may be viewed online at <http://www.cyberdriveillinois.com/departments/securities/lawrules.html>.

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

Dated: This 19th day of March 2013



JESSE WHITE
Secretary of State
State of Illinois

James J. Tierney
Illinois Securities Department
69 West Washington Street
Suite 1220
Chicago, Illinois 60602
312-793-9650