

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

IN THE MATTER OF:	Orin Wesley)	
	Advance Response Media, LLC)	FILE NO. 1200022
)	

**SUMMARY ORDER
TO CEASE AND DESIST**

TO THE RESPONDENTS: Orin Wesley
C/o Advance Response Media, LLC
2942 N 24th Street Suite 114
Phoenix, AZ 85016

Advance Response Media, LLC
2942 N 24th Street Suite 114
Phoenix, AZ 85016

On information and belief, I, Jesse White, Secretary of State, for the State of Illinois, through my designated representative, having been fully advised in the premises by the staff of the Securities Department, Office of the Secretary of State, herein find:

1. Respondent Orin Wesley ("Wesley") is an individual whose last known address is c/o Advanced Response Media, LLC, 2942 N. 24th Street, Suite 114, Phoenix, AZ 85016.
2. Respondent Advance Response Media, LLC (the "Company") is an Arizona Domestic LLC with a last known address of 2942 N. 24th Street, Suite 114, Phoenix, AZ 85016.
3. Investor A was an Illinois resident at all relevant times.
4. On or around October of 2011, Respondent Orin Wesley "cold called" Investor A stating that he represented Advanced Response Media, LLC. Wesley further stated that the Company provided legitimate home based business opportunities for people who wanted to make money over the internet.

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5. Wesley then solicited Investor A to invest \$2,500 in an online retail website.
6. On or about November 1, 2011 Investor A remitted the \$2,500 payment to Advanced Response Media, LLC.
7. Section 5-5.10(a) of the Business Opportunity Sales Law of 1995, [815 ILCS 602 5/1 et seq.] (the "Act") provides, inter alia, that a business opportunity is a contract or agreement, between a seller and purchaser, express or implied, orally or in writing, wherein it is agreed that the seller or a person recommended by the seller shall provide to the purchaser any product, equipment, supplies or services enabling the purchaser to start a business when the purchaser is required to make a payment to the seller or a person recommended by the seller of more than \$500 and the seller represents directly or indirectly, orally or in writing, that... (a)(6) the seller will provide a marketing plan...;
8. Section 5-5.15 Section 5-5.10(a)(3) of the Business Opportunity Sales Law of 1995, [815 ILCS 602 5/1 et seq.] (the "Act") provides, inter alia, that a "Marketing plan" means advice or training, provided to the purchaser by the seller pertaining specifically to the sale of any enterprise, product, equipment, supplies or services and the advice or training includes, without limitation, preparing or providing operational, managerial, or financial guideline or assistance or continuing technical support.
9. The activities of Respondents as discussed above are an offer as defined under Section 5-5.20 of the Act and a Marketing plan as defined under Section 5-5.15 of the Act;
10. The product offered for sale by Respondents discussed in paragraphs above is a business opportunity as defined under Section 5-5.10 of the Act;
11. Section 5-25 of the Act provides that it is unlawful for any person to offer or sell any business opportunity in the State of Illinois unless the business opportunity is registered under the law or is exempt under Section 5-10 of the Act;
12. At times relevant hereto, Respondents failed to register the business opportunity discussed above above prior to their offer in the State of Illinois;
13. By virtue of the foregoing, Respondents has violated Section 5-25 of the Act;

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14. Section 5-35(a) of the Act provides, inter alia, that it is unlawful for any person to offer or sell any business opportunity required to be registered under this Law unless a written disclosure document as filed under Section 5-30 of the Act is delivered to each purchaser at least 10 business days prior to the execution by a purchaser of any contract or agreement imposing a binding legal obligation on the purchaser or the payment by a purchaser of any consideration in connection with the offer or sale of the business opportunity;
15. Based on the foregoing, the Secretary of State deems it necessary, in order to prevent additional imminent violations of the Act, to enter an order pursuant to the authority granted under Section 5-65 of the Act which prohibits Respondents from offering or selling business opportunities in the State of Illinois; and
16. Based upon the credible evidence available to the Secretary of State, the entry of this Cease and Desist Order is in the public interest and is consistent with the purposes of the Act;

NOW THEREFORE, IT IS HEREBY ORDERED THAT: pursuant to the authority granted by Section 5-65 of the Act, Respondents, its officers, agents, affiliates, successors, assigns, employees and Respondents are hereby ordered to cease and desist offering or selling business opportunities in the State of Illinois until further order of the Secretary of State.

NOTICE is hereby given that Respondents may request a hearing on this matter by transmitting such request in writing to Attention: James Nix, Enforcement Attorney, Illinois Securities Department, 69 West Washington, Suite 1220, Chicago, Illinois 60602. Such request must be made within thirty (30) days of the receipt of a request for hearing, a hearing will be scheduled as soon as reasonably practicable. Request for hearing will not stop the effectiveness of this Summary Order to Cease and Desist.

FAILURE BY ANY RESPONDENT TO REQUEST A HEARING WITHIN THIRTY (30) DAYS AFTER RECEIPT OF THIS SUMMARY ORDER TO CEASE AND DESIST SHALL CONSTITUTE AN ADMISSION OF ANY FACTS ALLEGED HEREIN AND CONSTITUTES SUFFICIENT BASIS TO MAKE THE CEASE AND DESIST ORDER FINAL.

ENTERED: This 1st day of April 2014


JESSE WHITE
Secretary of State
State of Illinois

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Attorney for the Secretary of State:

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