

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

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

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**ORDER TO CEASE AND DESIST**

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

Advance Response Media, LLC  
2942 N 24<sup>th</sup> Street Suite 114  
Phoenix, AZ 85016

WHEREAS, a Summary Order to Cease and Desist (the "Summary Order") was issued by the Secretary of State on April 1, 2014, ordering Orin Wesley and Advanced Media, LLC (the "Respondents") to CEASE and DESIST from offering or selling any business opportunities in the State of Illinois, pursuant to authority granted by Section 5-65 of the Business Opportunity Sales Law of 1995 [815 ILCS 602 et (the "Act"), until the further order of the Secretary of State.

WHEREAS, pursuant to Section 5-65(1) of the Act, the failure to request a hearing within thirty (30) calendar days after entry of the Summary Order shall be deemed to constitute a waiver of all rights by such person to a hearing and the cease and desist order as to such person shall become permanent.

WHEREAS, the Summary Order sent to the Respondents on April 2, 2014 by certified mail and was served on the Index Department on April 4, 2014.

WHEREAS, the Respondents have failed to request a hearing on the matters contained in the Summary Order within thirty (30) calendar days after entry of said Summary Order.

WHEREAS, the Secretary of State, by and through his duly authorized representative, has adopted the Findings of Fact contained in the Summary Order as the Secretary of State's Final Findings of Fact:

1. Respondent Orin Wesley ("Wesley") is an individual whose last known address is c/o Advanced Response Media, LLC, 2942 N. 24<sup>th</sup> 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. 24<sup>th</sup> 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.
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.

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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 all times relevant hereto, Respondents failed to register the business opportunity discussed above prior to their offer in the State of Illinois;

WHEREAS, the Secretary of State, by and through his duly authorized representative, has adopted the Conclusion of Law contained in the Summary Order as the Secretary of State's Conclusion of Law:

Respondents have violated Section 5-25 of the Act.

NOW THEREFORE, IT IS HEREBY ORDERED: That pursuant to Section 5-65 of the Act, the Respondents are hereby ordered to CEASE and DESIST from offering or selling any business opportunities in the State of Illinois.

ENTERED: This 25<sup>th</sup> day of August 2014



JESSE WHITE  
Secretary of State  
State of Illinois

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