

STATE OF ILLINOIS  
SECRETARY OF STATE  
SECURITIES DEPARTMENT

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) )  
IN THE MATTER OF: ARYEH GOLDBLOOM and ) )  
GOLDBLOOM and ASSOCIATES, INC. d/b/a "THE ) )  
SAFE MONEY PEOPLE", d/b/a "AGT TAX ) )  
ADVISORY GROUP", d/b/a "THE ARYEH ) )  
GOLDBLOOM TEAM", d/b/a "AGT TAX & ) )  
INSURANCE SERVICES" ) )  
\_\_\_\_\_ ) )

No. C1400177

NOTICE OF HEARING

TO THE RESPONDENTS:

ARYEH GOLDBLOOM  
(CRD # 2959600)  
5009 OAKTON STREET  
SKOKIE, IL 60077

GOLDBLOOM AND ASSOCIATES, INC.  
ATTN: ARYEH GOLDBLOOM  
5009 OAKTON STREET  
SKOKIE, IL 60077

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 30<sup>th</sup> day of April, 2015, at the hour of 10:00 a.m. or as soon as possible thereafter, before George Berbas, Esq. or such other duly designated Hearing Officer of the Secretary of State.

Said hearing will be held to determine whether an Order shall be entered pursuant to Section 11.E of the Act prohibiting the Respondent from selling or offering for sale securities in 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 Section 11.E of the Act, payable within ten (10) business days of the entry of the Order.

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The grounds for such proposed action are as follows:

1. Aryeh Goldbloom ("Goldbloom") is a resident of Illinois with a last known address of 3138 West Wallen Ave. in Chicago, Illinois.
2. Goldbloom and Associates, Inc. ("AGT") is an Illinois business entity incorporated by GOLDBLOOM and does business from 5009 Oakton Street in Skokie, Illinois.
3. Neither GOLDBLOOM nor AGT are registered to offer or sell securities in Illinois, nor are they registered to provide investment advice.
4. GOLDBLOOM is registered with the State of Illinois Insurance Department as an insurance producer.
5. On or about April 1, 2013, GOLDBLOOM recommended that an Illinois Customer exchange four variable annuities for one fixed annuity.
6. A variable annuity is a security pursuant to Section 2.1 of the Illinois Securities Law of 1953 (the "Act").
7. GOLDBLOOM's recommendation to Customer to surrender the variable annuities for the purpose of purchasing a fixed annuity, for which GOLDBLOOM received compensation, constitutes the activities of an Investment Advisor pursuant to Section 2.11 of the Act.
8. Section 12.A of the Act states that it shall be a violation of the provisions of the Act to offer or sell any security except in accordance with the provisions of this Act.
9. Section 8 of the Act requires investment advisors to be registered with the Illinois Secretary of State.

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 of Hearing. 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.

A link of the Rules, promulgated under the Act and pertaining to hearings held by the Office of the Secretary of State, Securities Department, is included with this Notice. <http://www.cyberdriveillinois.com/departments/securities/lawrules.html>

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

Dated: This 11<sup>th</sup> day of June, 2015.

A handwritten signature in black ink that reads "Jesse White" followed by a stylized flourish.

**JESSE WHITE**  
**Secretary of State**  
**State of Illinois**

Attorney for the Secretary of State:  
Jason Chronopoulos  
**Office of the Secretary of State**  
**Illinois Securities Department**  
**69 W. Washington Street, Suite 1220**  
**Chicago, Illinois 60602**  
**JChronopoulos@ILSOS.net**