

**ADMINISTRATIVE PROCEEDING
BEFORE THE
SECURITIES COMMISSIONER OF SOUTH CAROLINA**

IN THE MATTER OF:)	
)	ORDER TO CEASE AND DESIST
MYSAFEPAGE Incorporated, and)	
Kevin V. Robinson,)	
)	
Respondents.)	File Number: 13068
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WHEREAS, the Securities Division of the Office of the Attorney General of the State of South Carolina (the “Division”) has been authorized and directed by the Securities Commissioner of South Carolina (the “Securities Commissioner”) to administer the provisions of S.C. Code Ann. § 35-1-101, *et seq.*, the South Carolina Uniform Securities Act of 2005 (the “Act”); and

WHEREAS, the Division received information regarding alleged activities of Kevin V. Robinson (“Robinson”) and MYSAFEPAGE Incorporated (“Mysafepage”) (collectively, “Respondents”), which, if true, would constitute violations of the Act; and

WHEREAS, the information led the Division to open and conduct an investigation of the Respondents pursuant to S.C. Code Ann. § 35-1-602; and

WHEREAS, the Division has determined the following:

I. JURISDICTION

1. The Securities Commissioner has jurisdiction over this matter pursuant to S.C. Code Ann. § 35-1-601(a).

II. RESPONDENTS

2. Mysafepage is a dissolved South Carolina corporation with a last known address of 1200 Woodruff Road A-3, Greenville, South Carolina 29607.

3. Kevin V. Robinson is a South Carolina resident with a last known address of 107 Fairview Lake Way, Simpsonville, South Carolina 29680.

III. FINDINGS OF FACT

4. Mysafepage was formed on October 13, 2011, through the filing of articles of incorporation with the South Carolina Secretary of State.

5. Mysafepage was owned by Robinson, Tammy Hurley, and James Heffernan, Jr, who also served as its corporate officers. Pursuant to its articles of incorporation, Mysafepage was permitted to issue up to one hundred thousand (100,000) shares of stock (the “Shares”).

6. Mysafepage’s alleged purpose was to provide an electronic repository for the personal information of its customers. Allegedly, once stored with Mysafepage, customer information could then be electronically transmitted to the police or other authorities in the event of an emergency.

7. Under the guise of raising funds to develop Mysafepage, Respondents offered and sold the Shares to various South Carolina residents (the “Investors”).

8. The Shares allegedly were offered under a claim of exemption from registration with the Division pursuant to S.C. Code Ann § 35-1-202(14).

9. At least eleven (11) Investors purchased at least twenty-three million (23,000,000) Shares.

10. In connection with the offer and sale of the Shares, Robinson, on behalf of himself and Mysafepage, made numerous false statements of material fact and omissions of material fact, including, but not limited to, the following omissions:

- a. Omitting to inform Investors that more shares in Mysafepage were issued than were authorized;
 - b. Omitting to inform Investors of Robinson's indictments by the State of South Carolina for forgery and other financial crimes;
 - c. Omitting to inform Investors of Robinson's indictment by the United States of America for wire fraud, in violation of Title 18 U.S.C. § 1341 in January of 2013, and his subsequent guilty plea in July of 2013;
 - d. Omitting to disclose to Investors the Mysafepage securities offered for sale did not qualify for the exemption from registration pursuant to S.C. Code Ann. § 35-1-202 (14) and could not legally be offered for sale without registration pursuant to the Act;
 - e. Omitting to inform Investors the shares in Mysafepage were illiquid and a purchase of such shares carried with it a high degree of risk of loss of some or all of the investment; and
 - f. Omitting to inform Investors of Robinson's intent to direct monies given Respondents for investment away from Mysafepage for personal use.
11. Robinson caused large sums of Investor funds to be diverted from the stated purpose of developing Mysafepage as a business, and directed those funds toward the payment of various personal expenses including, but not limited to, the following:
- a. At least \$1,332 for clothing;
 - b. At least \$1,374 for gifts and jewelry;
 - c. At least \$1,170 for groceries;
 - d. At least \$1,275 for other personal expenses which include payments made to Wells Fargo Home Mortgage, Famous Hair, Cougar Life Media, and Sally Beauty Supply;
 - e. At least \$5,335 in restitution payments made to the Pre-Trial Intervention program of the 13th Circuit Solicitor's Office; and
 - f. At least \$1,725 for the payment of utility bills which includes payments to Fountain Inn Natural Gas, Laurens Electric Cooperative, Duke Energy, and Dayton Power.

12. Mysafepage was administratively dissolved by the South Carolina Secretary of State on October 23, 2013.

IV. CONCLUSIONS OF LAW

13. The South Carolina Uniform Securities Act of 2005, S.C. Code Ann. § 35-1-101, *et seq.*, governs the offer and sale of securities in the State of South Carolina.

14. Pursuant to S.C. Code Ann. § 35-1-102(29), stock, notes, investment contracts, and certificates of interest or participation in profit-sharing agreements, *inter alia*, constitute securities.

15. Pursuant to S.C. Code Ann. § 35-1-301, it is unlawful for a person to offer or sell a security in the State of South Carolina unless the security is registered, a federal covered security, or exempt from registration.

15. Pursuant to S.C. Code Ann. § 35-1-501, it is unlawful for a person in connection with the offer or sale of a security in South Carolina: (1) to employ a scheme, device, or artifice to defraud; (2) to make an untrue statement of material fact or to omit to state a material fact necessary in order to make the statements made, in light of the circumstances in which they were made, not misleading; or (3) to engage in an act, practice or course of business that operates or would operate as a fraud or deceit upon another person.

16. Pursuant to S.C. Code Ann. §35-1-604(a)(1), if the Securities Commissioner determines that a person has engaged, is engaging, or is about to engage in an act, practice, or course of business constituting a violation of the Act or a rule adopted or order issued under the Act, the Securities Commissioner may issue an order directing the person to cease and desist

from engaging in the act, practice, or course of business or to take other action necessary or appropriate to comply with the Act.

17. Pursuant to S.C. Code Ann. § 35-1-604(b), an order issued under Section 35-1-604(a) is effective on the date of issuance and must include a statement of any civil penalty or costs of investigation the Division will seek, a statement of the reasons for the order, and notice that a hearing will be scheduled within fifteen (15) days if one is requested.

18. The Shares offered and sold by Respondents constitute securities as defined by the Act.

19. The Shares offered and sold by Respondents were neither federal covered securities, exempt from registration, nor registered with the Division and were therefore sold in violation of the Act.

20. Respondents sold securities within the State of South Carolina: (1) while employing a scheme, device, or artifice to defraud; (2) through the making of untrue statements of material fact or omitting to state a material fact necessary in order to make the statements made, in light of the circumstances in which they were made, not misleading; and (3) by engaging in an act, practice, or course of business that operated as a fraud or deceit upon another person.

21. It is in the public interest, for the protection of investors, and consistent with the purposes of the Act that Respondents be ordered to cease and desist from engaging in the above enumerated practices which constitute a violation of the Act and pay an appropriate civil penalty for their wrongdoing.

V. CEASE AND DESIST ORDER

NOW THEREFORE, pursuant to S.C. Code Ann. § 35-1-604(a)(1), it is hereby **ORDERED** that:

- a. Respondents and every successor, affiliate, control person, agent, servant, and employee of Respondents, and every entity owned, operated, or indirectly or directly controlled by or on behalf of the Respondents **CEASE AND DESIST** from transacting business in this State in violation of the Act, in particular, S.C. Code Ann. § 35-1-501; and
- b. Robinson pay a civil penalty in the amount of **Fifty Thousand Dollars (\$50,000)** if this Order becomes effective by operation of law, or, if Robinson seeks a hearing and any legal authority resolves this matter, pay a civil penalty in an amount not to exceed **Ten Thousand Dollars (\$10,000)** for each violation of the Act by Robinson, and the actual cost of the investigation or proceeding; and

IT IS FURTHER ORDERED that, pursuant to S.C. Code Ann. § 35-1-604(a)(2) and (3), any exemption from registration with the Division that Respondents may claim to rely upon under S.C. Code Ann. §§ 35-1-201(3)(C), (7), or (8); 35-1-202; 35-1-401(b)(1)(D) or (F); or 35-1-403(b)(1)(C), has been and is **PERMANENTLY REVOKED**.

VI. REQUIREMENT OF ANSWER AND NOTICE OF OPPORTUNITY FOR HEARING

The Respondents are hereby notified that they each have the right to a hearing on the matters contained herein. To schedule such a hearing, a Respondent must file with the Securities Division, Post Office Box 11549, Rembert C. Dennis Building, Columbia, South Carolina, 29211-1549, attention: Thresechia Navarro, within thirty (30) days after the date of service of this Order to Cease and Desist, a written Answer specifically requesting a hearing. If a Respondent requests a hearing, the Division, within fifteen (15) days after receipt of a request in a record from a Respondent, will schedule the hearing.


In the written Answer, a Respondent, in addition to requesting a hearing, shall admit or deny each factual allegation in this Order, shall set forth specific facts on which the Respondent relies, and shall set forth concisely the matters of law and affirmative defenses upon which the Respondent relies. A Respondent without knowledge or information sufficient to form a belief as to the truth of an allegation shall so state.

Failure by a Respondent to file a written request for a hearing in this matter within the thirty-day (30) period stated above shall be deemed a waiver by that Respondent of the right to such a hearing. Failure of a Respondent to file an Answer, including a request for a hearing, shall result in this Order, including the stated civil penalty and any assessed fees, becoming final as to that Respondent by operation of law.

CONTINUING TO ENGAGE IN ACTS DETAILED BY THIS ORDER AND/OR SIMILAR ACTS MAY RESULT IN THE DIVISION'S FILING ADDITIONAL ADMINISTRATIVE ACTIONS AND/OR SEEKING FURTHER ADMINISTRATIVE FINES. WILLFUL VIOLATION OF THIS ORDER COULD RESULT IN CRIMINAL PENALTIES UNDER S.C. CODE ANN. § 35-1-508 OF THE ACT.

ENTERED, this the 03rd day of January, 2014.

ALAN WILSON
SECURITIES COMMISSIONER

By: 
TRACY A. MEYERS
Assistant Deputy Attorney General

ISSUANCE REQUESTED BY:



IAN P. WESCHLER
Assistant Attorney General
Securities Division
Rembert C. Dennis Building
1000 Assembly Street
Columbia, S. C. 29201

STATE OF SOUTH CAROLINA
OFFICE OF THE ATTORNEY GENERAL
SECURITIES DIVISION

CERTIFICATE OF SERVICE AND
AFFIDAVIT OF COMPLIANCE
File Number 13068

I hereby certify that I served upon the individual/entity listed below a copy of the document indicated below and dated January 23, 2014, by serving a copy of said document upon the Securities Commissioner of the State of South Carolina and by placing a copy of said document in the United States mail, certified mail, return receipt requested, first class postage prepaid and addressed to:

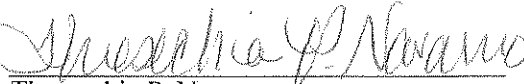
Mr. Kevin V. Robinson
Individually & as Owner
MYSAFEPAGE, Incorporated
107 Fairview Lake Way
Simpsonville, SC 29680

Document(s): Order to Cease and Desist

Mailed January 23, 2014 from Columbia, South Carolina.

I further hereby certify, swear and affirm that, service of the above-listed entity is in compliance with Section 35-1-611, Code of Laws of South Carolina.

By:



Thresechia P. Navarro
South Carolina Attorney General's Office
Securities Division
Post Office Box 11549
Columbia, SC 29211-1549
(803) 734-4731

Subscribed and sworn to before me on
this 23rd day of January, 2014.



Notary Public for South Carolina

My commission expires: 5/8/2020

STATE OF SOUTH CAROLINA
OFFICE OF THE ATTORNEY GENERAL
SECURITIES DIVISION

CERTIFICATE OF SERVICE AND
AFFIDAVIT OF COMPLIANCE
File Number 13068

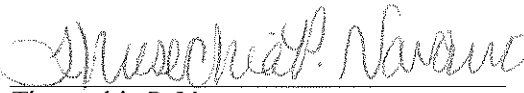
I hereby certify that I served upon the individual/entity listed below a copy of the document indicated below and dated January 23, 2014, by serving a copy of said document upon the Securities Commissioner of the State of South Carolina and by placing a copy of said document in the United States mail, certified mail, return receipt requested, first class postage prepaid and addressed to:

MYSAFEPAGE, Incorporated
Mr. Kevin V. Robinson
c/o Jim Miles, Esquire
320 Nicklaus Road
Westminster, SC 29693

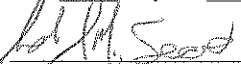
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By: 
Thresechia P. Navarro
South Carolina Attorney General's Office
Securities Division
Post Office Box 11549
Columbia, SC 29211-1549
(803) 734-4731

Subscribed and sworn to before me on
this 23rd day of January, 2014.


Notary Public for South Carolina

My commission expires: 6/8/2020