

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

IN THE MATTER OF:)	
)	
ALETHEIA SECURITIES, INC.)	ORDER REVOKING REGISTRATION
CRD # 44784,)	BY DEFAULT
)	
RESPONDENT)	File Number 14075
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The Securities Division of the Office of the Attorney General of the State of South Carolina (the “Division”) under the authority of the South Carolina Uniform Securities Act of 2005 (the “Act”), S.C. Code Ann. §§ 35-1-101 to 35-1-703 (Supp. 2012), instituted this proceeding by filing a Rule to Show Cause (“Rule to Show Cause”) against Aletheia Securities, Inc. (“Aletheia” or “Respondent”), ordering Respondent to show cause why an order should not be issued against it, revoking Respondent’s broker-dealer registration in the State of South Carolina.

In the Rule to Show Cause, the Division alleged that the Financial Industry Regulatory Authority (“FINRA”), a self-regulatory organization, expelled Respondent from membership. The Rule to Show Cause notified Respondent of the Division’s intent to seek an order, pursuant to S.C. Code Ann. § 35-1-412, revoking Respondent’s registration as a broker-dealer in the State of South Carolina.

The Rule to Show Cause was served on Respondent at its last known address. Specifically, on or around August 28, 2014, the Division sent via certified mail, return receipt requested, a copy of the Rule to Show Cause addressed to Aletheia Securities, Inc., at 100 Wilshire Boulevard, Suite 1900, Santa Monica, California, 90401. Thereafter, on or around

September 21, 2014, the United States Postal Service returned the Rule to Show Cause as undeliverable.

As a state registered broker-dealer, Respondent provided the Division with its mailing address and is under a continuing obligation to update its registration information including the mailing address as changes occur.

By failing to respond to the Rule to Show Cause, or alternatively failing to update its address of record causing its failure to receive the Rule to Show Cause, Respondent has caused the Rule to Show Cause to go into default. By allowing the Rule to Show Cause to go into default, Respondent has opened itself up to the remedy sought in the Rule to Show Cause. The remedy sought in the Rule to Show Cause was entry of a Final Order revoking Respondent's broker-dealer registration in the State of South Carolina and permanently barring Respondent from the securities and investment advisory business in the State of South Carolina.

The Securities Commissioner finds that this order is in the public interest. Therefore, pursuant to S.C. Code Ann. § 35-1-412(d), Respondent's registration is hereby revoked and Respondent is permanently barred from engaging in the securities and investment advisory business in the State of South Carolina.

Executed and entered, this the 3rd day of December, 2014.

By: Alan Wilson
ALAN WILSON
Securities Commissioner
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