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9 BEFORE THE DEPARTMENT OF FINANCIAL PROTECTION AND INNOVATION
10 OF THE STATE OF CALIFORNIA

11 In the Matter of:

12 THE COMMISSIONER OF FINANCIAL
PROTECTION AND INNOVATION,

13 Complainant,

14 v.

15 PERMANENT VALUE, INC., BRUCE
DOOLE, and BRUCE W AND SUSAN L
DOOLE LIVING TRUST 2000,

17 Respondents.

CRD No.: 118024

ORDER REVOKING INVESTMENT ADVISER
CERTIFICATE OF PERMANENT VALUE,
INC.

(Cal. Corp. Code § 25232)

18 Pursuant to the Settlement Agreement entered into between Permanent Value, Inc. and the
19 Commissioner of Financial Protection and Innovation (Commissioner) on January 7, 2025, it is
20 hereby ordered that the investment adviser certificate issued by the Commissioner to Permanent
21 Value, Inc. is revoked. This order is effective as of the date hereof.

22 Dated: January 7, 2025

KHALIL MOHSENI
Acting Commissioner of Financial Protection and Innovation

24 By

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MARY ANN SMITH
Deputy Commissioner
Enforcement Division

