

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

STATE OF CALIFORNIA
BUSINESS, CONSUMER SERVICES AND HOUSING AGENCY
DEPARTMENT OF BUSINESS OVERSIGHT

TO: Lisa Bershan
9663 Santa Monica Boulevard, Suite 1005
Beverly Hills, California 90210

DESIST AND REFRAIN ORDER

(For Violations of Corporations Code sections 25110 and 25401)

The Commissioner of Business Oversight (“Commissioner”) finds the following:

1. Lisa Bershan (“Bershan”) is an individual with a last known address of 9663 Santa Monica Boulevard, Beverly Hills, California 90201.
2. Bershan was the President and employee of All American Pet Company, Inc. until April 8, 2015, when she submitted her resignation from that company.
3. On or about April 14, 2015, Bershan offered common stock in All American Pet Company, Inc. to MF at MF’s place of employment in Beverly Hills, California. At no time during the offer did Bershan disclose that the Department of Business of Business Oversight issued a desist and refrain order against All American Pet Company, Inc. on November 14, 2014.
4. On or about April 17, 2015, Bershan met MF in Beverly Hills, California and sold MF stock in All American Pet Company, Inc. MF signed a subscription agreement evidencing the purchase of common stock at two dollars (\$2.00) per share, and he paid Bershan eight thousand dollars (\$8,000.00) in cash. In the subscription agreement, Bershan represented that she was the CEO of All American Pet Co., Inc. Bershan also promised to provide a copy of the subscription agreement to MF.
5. Since April 17, 2015, MF attempted to obtain a copy of the subscription agreement, copies of stock and, ultimately, a return of his eight thousand dollars (\$8,000.00). Bershan has refused any further contact with MF, and has not provided any documentation or money back to MF.

1 6. The common stock of All American Pet Company, Inc. has not been qualified with the
2 Commissioner.

3 Based upon the foregoing findings, the Commissioner of Business Oversight is of the opinion
4 that the common stock offered and sold by Bershan is a security subject to qualification under the
5 Corporate Securities Law of 1968, and has been offered or sold without being qualified in violation
6 of Corporations Code section 25110. Pursuant to section 25532 of the Corporate Securities Law of
7 1968, Lisa Bershan is hereby ordered to desist and refrain from the further offer or sale in the State
8 of California of securities, unless and until qualification has been made under the law.

9 In addition, based on the foregoing findings, the Commissioner is of the opinion that when
10 Bershan represented that she was the “CEO” of All American Pet Company, Inc., and when she
11 failed to disclose the prior desist and refrain order taken against that company by the Department of
12 Business Oversight in 2014, she offered and sold a security in this state by means of written or oral
13 communications which included an untrue statement of material fact or omitted to state a material
14 fact necessary in order to make the statements made, in light of the circumstances under which they
15 were made, not misleading in violation of section 25401 of the Corporate Securities Law of 1968.
16 Pursuant to section 25532 of the Corporate Securities Law of 1968, Lisa Bershan is hereby ordered
17 to desist and refrain from offering or selling any security in the State of California by means of any
18 written or oral communication which includes an untrue statement of material fact or omits to state a
19 material fact necessary in order to make the statements made, in light of the circumstances under
20 which they were made, not misleading.

21 This order is necessary, in the public interest, for the protection of investors and consistent
22 with the purposes, policies, and provisions of the Corporate Securities Law of 1968.

23 Dated: October 4, 2016

24 JAN LYNN OWEN
25 Commissioner of Business Oversight

26
27 By _____
28 MARY ANN SMITH
Deputy Commissioner
Enforcement Division