

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

TO: Better Living Global Marketing  
Bidders Paradise  
www.blgm.hk  
Sergio Hernandez Cervantes  
Berenice Hernandez Murillo  
Primitivo “Tivo” Fuentes

Room 719-720, Tower A  
New Mandarin Plaza  
14 Science Museum Rd.  
TST, Kowloon, Hong Kong

50690 Chiapas Drive  
Coachella, California 92236

82712 Crest Avenue  
Indio, California 92201

83618 Rimrock Lane  
Coachella, California 92236

**DESIST AND REFRAIN ORDER**  
**(For violation of sections 25110 and 25401 of the Corporations Code)**

The Commissioner of Business Oversight (Commissioner) finds that:

1. At all relevant times, Better Living Global Marketing doing business as Bidders Paradise (Better Living) was a Hong Kong-based business entity of unknown formation with a business address at Room 719-720, Tower A, New Mandarin Plaza, 14 Science Museum Road, TST Kowloon, Hong Kong.

2. At all relevant times, Better Living conducted business on the internet at www.blgm.hk, on social media, and in-person. Better Living engaged in online multi-level marketing in the form of hosting “penny” auctions. In penny auctions, consumers compete to pay pennies on the dollar online for high-end luxury items such as handbags, luggage, electronic goods, jewelry and watches.

1           3.       At all relevant times, Sergio Hernandez Cervantes (Cervantes) and Berenice  
2 Hernandez Murillo (Murillo) were representatives of Better Living doing business at 50690 Chiapas  
3 Drive, Coachella, California 92236 and 82712 Crest Avenue, Indio, California 92201. Cervantes and  
4 Murillo engaged in multiple events to promote Better Living, including, but not limited to, making  
5 presentations at hotels on behalf of Better Living to California residents and actively promoting  
6 Better Living on social media.

7           4.       At all relevant times, Primitivo “Tivo” Fuentes (Fuentes) was a representative of  
8 Better Living doing business at 83618 Rimrock Lane, Coachella, California 92236.

9           5.       Beginning in 2014, Better Living, Cervantes, Murillo and Fuentes offered and sold  
10 securities in the form of investment agreements through a penny auction scheme. Bids were sold by  
11 Better Living, Cervantes, Murillo and Fuentes to investors in one “unit” of at least 1300 bids for  
12 \$1,300.00. The unit price was paid to Better Living, Cervantes, Murillo and Fuentes by the investor  
13 by check, cash, or wire transfer to Fuentes, Cervantes and Murillo on behalf of Better Living.

14           6.       Better Living would also pay to investors a share of the penny auction profits from  
15 units purchased by other consumers. Better Living paid additional profits if investors promoted  
16 Better Living, invested more money in Better Living by purchasing more units, and did not withdraw  
17 their capital investment after the first two months of investing with Better Living.

18           7.       Better Living, Cervantes, Murillo, and Fuentes promised profits to California investors  
19 ranging from at least half or double the investment amount in two months’ time, and more profits as  
20 time went on. All initial profits were to be paid to investors within two months of the date of  
21 investment or unit purchase. If desired, investors would be able to withdraw profits at the end of each  
22 month on an ongoing basis for the duration of the investment with Better Living from an online “cash  
23 wallet” account by way of automatic deposit into the investor’s checking account.

24           8.       Beginning in 2014, Better Living, Cervantes, Murillo and Fuentes offered and sold the  
25 above-described securities in California in issuer transactions. The Commissioner has not issued a  
26 permit or other form of qualification authorizing any person to offer and/or sell these securities in the  
27 form of investment agreements in California. Better Living, Cervantes, Murillo and Fuentes are not  
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1 exempt from the qualification requirements set forth in the Corporate Securities Law of 1968 (Corp.  
2 Code, § 25000 et seq.) (CSL).

3 9. Beginning in 2014, in connection with the offer and sale of these securities, Better  
4 Living, Cervantes, Murillo and Fuentes made, or caused to be made, misrepresentations of material  
5 fact or omitted to state material facts necessary in order to make the statements made, in the light of  
6 the circumstances under which they were made, not misleading. Specifically, Better Living,  
7 Cervantes, Murillo and Fuentes misrepresented to California investors that they would receive a  
8 profitable return on their investment two months after the investment was made. To date, California  
9 investors have not received their capital investment principal or profits from the investment despite  
10 repeatedly requesting the amounts to be returned.

11 Based on the foregoing, the Commissioner of Business Oversight finds that the investment  
12 agreements offered and sold by Better Living Global Marketing doing business as Bidders Paradise,  
13 Sergio Hernandez Cervantes, Berenice Hernandez Murillo, and Primitivo “Tivo” Fuentes are  
14 securities subject to qualification under the CSL. These investment agreements were offered and sold  
15 without being qualified or exempt, in violation of Corporations Code section 25110.

16 Pursuant to Corporations Code section 25532, Better Living Global Marketing doing business  
17 as Bidders Paradise, Sergio Hernandez Cervantes, Berenice Hernandez Murillo, and Primitivo “Tivo”  
18 Fuentes are hereby ordered to desist and refrain from the further offer or sale in California of  
19 securities, including but not limited to investment agreements, unless and until qualification has been  
20 made under the CSL or unless exempt.

21 Further, the Commissioner of Business Oversight is of the opinion that the securities in the  
22 form of investment agreements were offered and sold in California by means of a written or oral  
23 communication which included an untrue statement of material fact or omitted to state a material fact  
24 necessary to make the statement made, in light of the circumstances under which they were made, not  
25 misleading, in violation of section 25401 of the CSL.

26 Pursuant to section 25532 of the CSL, Better Living Global Marketing doing business as  
27 Bidders Paradise, Sergio Hernandez Cervantes, Berenice Hernandez Murillo, and Primitivo “Tivo”  
28 Fuentes are hereby ordered to desist and refrain from offering or selling or buying or offering to buy

1 any security in California, including but not limited to investment agreements, by means of any  
2 written or oral communication which includes an untrue statement of material fact or omits to state a  
3 material fact necessary in order to make the statements made, in light of circumstances under which  
4 they were made, not misleading.

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

7  
8 Dated: April 24, 2018

9 JAN LYNN OWEN  
10 Commissioner of Business Oversight

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13 By \_\_\_\_\_  
14 MARY ANN SMITH  
15 Deputy Commissioner  
16 Enforcement Division  
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