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STATE OF CALIFORNIA
BUSINESS, TRANSPORTATION AND HOUSING AGENCY
DEPARTMENT OF CORPORATIONS

TO: Ryan Edward Rude
Investor Alliance Group, LLC
3700 Inland Empire Blvd., Suite 500
Ontario, California 91764

7907 Standish Avenue
Riverside, California 92509

DESIST AND REFRAIN ORDER

(For violations of section 25110 of the Corporations Code)

The California Corporations Commissioner finds that:

1. At all relevant times, Investor Alliance Group, LLC ("Investor Alliance Group"), a California limited liability company, conducted business at 3700 Inland Empire Boulevard, Suite 500, Ontario, California and/or 7907 Standish Avenue, Riverside, California. Investor Alliance Group was purportedly organized to conduct real estate investments.
2. Ryan Edward Rude ("Rude") is an individual who at all relevant times was the chief executive officer, president, and manager of Investor Alliance Group. Rude is a California licensed real estate salesperson.
3. Beginning in or about February 2008, Rude offered and/or sold promissory notes to investors labeled "Secured Promissory Note[s]" and/or "Promissory Note[s]" by means of real estate seminars and face-to-face meetings with investors on behalf of Investor Alliance Group.
4. At least three (3) California investors purchased Investor Alliance Group promissory notes from Rude totaling at least \$922,110.08.
5. These securities were sold in this state in issuer transactions. The Department of Corporations has not issued a permit or other form of qualification authorizing any person to offer or sell these investments in this state.

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Based upon the foregoing findings, the California Corporations Commissioner is of the opinion that the Investor Alliance Group, LLC promissory notes are subject to qualification under the California Corporate Securities Law of 1968 and are being offered and/or sold or have been offered and/or sold without first being qualified. Pursuant to Corporations Code section 25532 of the Corporate Securities Law of 1968, Investor Alliance Group, LLC and Ryan Edward Rude are hereby ordered to desist and refrain from the further offer or sale of securities in the State of California, including but not limited to investment contracts and/or promissory notes, unless and until qualification has been made under said law or unless exempt.

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

Dated: July 11, 2011
Los Angeles, California

PRESTON DuFAUCHARD
California Corporations Commissioner

By _____
ALAN S. WEINGER
Deputy Commissioner
Enforcement Division