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

TO: Karen P. Allen
Anthony T. Sziklai
As Seen On TV Publishing, LLC

4607 Lakeview Canyon Road, # 316
Westlake Village, CA 91361
and
2625 Townsgate Road, Suite 330
Westlake Village, CA 91361

DESIST AND REFRAIN ORDER
(For violations of section 25110 of the Corporations Code)

The California Corporations Commissioner finds that:

1. As Seen On TV Publishing, LLC (“ASOTP”) is, and was at all relevant times herein, a California limited liability company doing business at 4607 Lakeview Canyon Road, # 316, Westlake Village, CA 91361 and 2625 Townsgate Road, Suite 330, Westlake Village, CA 91361.
 2. Karen P. Allen (“Allen”) is, and was at all relevant times herein, a managing member and founder of ASOTP.
 3. Anthony T. Sziklai (“Sziklai”) is, and was at all relevant times herein, a managing member and founder of ASOTP.
 4. As early as 2010, ASOTP, Allen and Sziklai offered and sold units of ASOTP at a price of \$25,000 per unit.
 5. The purported purpose of the offerings is to provide capital for marketing and growth of a web content publisher, and create infomercial video portals and blogs for online shoppers seeking product information, videos, and reviews.
 6. The units of ASOTP are securities, pursuant to California Corporations Code section 25019.
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1 7. These securities were offered and sold in this state in issuer transactions. The California
2 Department of Corporations has not issued a permit or other form of qualification authorizing any
3 person to offer and sell these securities in this state.

4 8. ASOTP was using cold call solicitation to raise capital from potential investors.

5 Based upon the foregoing findings, the California Corporations Commissioner is of the
6 opinion that the units of ASOTP offered and sold by Karen P. Allen, Anthony T. Sziklai, and As
7 Seen On TV Publishing, LLC are securities subject to qualification under the California Corporate
8 Securities Law of 1968 and are or have been offered and sold without being qualified or exempt, in
9 violation of California Corporations Code section 25110.

10 Pursuant to Corporations Code section 25532, Karen P. Allen, Anthony T. Sziklai, and As
11 Seen On TV Publishing, LLC are hereby ordered to desist and refrain from the offer and sale of
12 securities in the State of California, including, but not limited to units of limited liability companies,
13 unless and until qualification has been made under the law or unless exempt.

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

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17 Dated: March 14, 2011
18 Los Angeles, California

PRESTON DuFAUCHARD
California Corporations Commissioner

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By _____
ALAN S. WEINGER
Deputy Commissioner
Enforcement Division

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1 PRESTON DuFAUCHARD
California Corporations Commissioner
2 ALAN S. WEINGER
Deputy Commissioner
3 AFSANEH EGHBALDARI (CA BAR NO. 250107)
Corporations Counsel
4 DEPARTMENT OF CORPORATIONS
1350 Front Street, Room 2034
5 San Diego, California 92101
Telephone: (619) 645-3166
6

7 Attorneys for Complainant

8 BEFORE THE DEPARTMENT OF CORPORATIONS
9 OF THE STATE OF CALIFORNIA

10
11 In the Matter of the Desist and Refrain Order)
Against:)

12)
13)
14 KAREN P. ALLEN, ANTHONY T. SZIKALI,)
and AS SEEN ON TV PUBLISHING, LLC,)

15)
16 Respondents.)
17)
18)
19)
20)

STIPULATION TO DESIST AND REFRAIN ORDER

21 IT IS HEREBY STIPULATED AND AGREED between Karen P. Allen, Anthony T.
22 Sziklai, and As Seen On TV Publishing, LLC (hereafter "Respondents") and Preston DuFauchard,
23 the California Corporations Commissioner ("Commissioner"), as follows:

24 WHEREAS, Respondents admit the jurisdiction of the California Department of
25 Corporations over their persons and over the subject matter of this Stipulation.

26 WHEREAS, Respondents waive their rights to any reconsideration, appeal, or any other
27 rights which may be afforded pursuant to California Corporations Code sections 25532 and 25609,
28 or any other provision of law in connection with these matters, including, but not limited to

1 Government Code sections 11521 and 11523, and any writ proceeding in accordance with the Code
2 of Civil Procedure.

3 WHEREAS, all terms used, but not defined herein, shall have the meaning assigned to them
4 by the California Corporations Code.

5 WHEREAS, Respondents represent that no promises of any kind or nature whatsoever were
6 made to induce Respondents to enter into this Stipulation, and that this Stipulation is a voluntary act
7 on the part of Respondents.

8 WHEREAS, Respondents represent, warrant, and agree that they have received or been
9 advised to seek independent legal advice from their attorneys with respect to the advisability of
10 executing this Stipulation.

11 WHEREAS, Respondents stipulate to the issuance of the Desist and Refrain Order (“Order”),
12 in the form attached hereto as Exhibit A, directing Respondents to desist and refrain from the further
13 offer and sale of securities in the State of California, including, but not limited to units of limited
14 liability companies, unless and until qualification has been made under said law or unless exempt.

15 WHEREAS, Respondents, without admitting or denying any of the findings contained within
16 the Order or this Stipulation, hereby agree and stipulate to the Order.

17 WHEREAS, Respondents hereby understand and agree not to represent that this Stipulation
18 is a settlement or a withdrawal of the Order.

19 WHEREAS, Respondents agree and acknowledge that nothing in this Stipulation shall
20 preclude the Commissioner, his agents, officers, or employees, to the extent authorized by law, from
21 referring any evidence or information regarding this matter to any other state or federal law
22 enforcement official, or from assisting, cooperating, or co-prosecuting with regards to any
23 investigation and/or action.

24 WHEREFORE, Respondents Karen P. Allen, Anthony T. Sziklai, and As Seen On TV
25 Publishing LLC stipulate and agree to the finality of the Commissioner’s Order. Respondents
26 further understand and agree that the Order remains in effect, is public and that Respondents cannot
27 deny the violations cited in the Commissioner’s Order or make any statement or representation that
28

1 is inconsistent with this Stipulation or the Order. Respondents further understand and agree this
2 Stipulation does not prevent the Commissioner from taking future action in regard to this matter.

3 This Stipulation may be executed in one or more counterparts, each of which when so
4 executed, shall be an original. Such counterparts shall together constitute to be one and the same
5 instrument. A faxed or an electronically transmitted signature shall be deemed the same as an
6 original signature.

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PRESTON DuFAUCHARD,
California Corporations Commissioner

Dated: 3/14/2011

By _____
Alan S. Weinger
Deputy Commissioner

AS SEEN ON TV PUBLISHING, LLC

Dated: 3/10/2011

By _____
Karen P. Allen, individually and on behalf As Seen On
TV Publishing, LLC

Dated: 3/10/2011

By _____
Anthony T. Szikali, individually and on behalf of As
Seen On TV Publishing, LLC

Approved as to Form

Dated: 3/10/2011

By _____
Gilbert Azafrani
Attorney for Karen P. Allen, Anthony T. Szikali, and
As Seen On TV Publishing, LLC