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

TO: Michael Gutierrez  
Dijana Marateo  
Coceptive Credit Union  
345 California Street  
San Francisco, CA 94104

**CEASE AND DESIST ORDER**  
**(California Financial Code sections 567)**

The Commissioner of Business Oversight ("Commissioner") finds that:

1. At all relevant times, Coceptive Credit Union ("Coceptive") was an organization claiming to do business in California at 345 California Street, San Francisco, California, and at 1055 West 7<sup>th</sup> Street, Los Angeles, California; over the internet at the website www.coceptivecreditunion.com; and using a telephone number of (415) 429-4861 and a fax number of (888) 956-4165. According to loan documents issued by Coceptive, its CEO is Michael Gutierrez and Dijana Marateo is a senior loan officer.

2. Coceptive has not been issued a certificate by the Commissioner authorizing it to act as a credit union in this state.

3. Since at least December 2015, Coceptive has operated under the name "Coceptive Credit Union" and has engaged in the business of offering or making loans in California through its website.

4. Coceptive contacts potential customers by telephone or its website.

5. Coceptive, through senior loan officer Dijana Marateo, collected an advance fee of \$600.00 from at least one customer for a loan and then subsequently failed to make the loan.

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1 Based upon the foregoing findings, the Commissioner is of the opinion that Coceptive Credit  
2 Union has used a name which contains the phrase "credit union" without having first obtained a  
3 certificate of authority from the Commissioner in violation of Financial Code section 14050. The  
4 Commissioner further finds that Coceptive Credit Union has conducted business that requires a  
5 license issued by the Commissioner and that Coceptive Credit Union has not been issued a license.

6 Therefore, pursuant to Financial Code section 567, Coceptive Credit Union is hereby ordered  
7 to cease and desist from conducting business using a name which contains the phrase "credit union"  
8 in the State of California without first obtaining a certificate of authority from the Commissioner.  
9 Further, Coceptive Credit Union is hereby ordered to cease and desist from conducting business that  
10 requires a license issued by the Commissioner, unless and until it has received a license. This Order  
11 is necessary, in the public interest, for the protection of consumers and is consistent with the  
12 purposes, policies and provisions of the California Credit Union Law.

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Dated: April 26, 2018  
Sacramento, California

JAN LYNN OWEN  
Commissioner of Business Oversight

By \_\_\_\_\_/s/\_\_\_\_\_  
Scott Wyckoff  
General Counsel