

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

TO: John Wesley Rustin, Jr.  
Cynthia Ocariza Altman  
1361 Mokolea Drive  
Kailua, Hawaii 96734

CJCLive Media, LLC  
3430 East Flamingo Road, Suite 100  
Las Vegas, Nevada 89121

**DESIST AND REFRAIN ORDER**

**(For violations of sections 25110 and 25401 of the Corporations Code)**

The Commissioner of Business Oversight finds that:

1. At all relevant times, John Wesley Rustin, Jr. (Rustin) is and was the president, managing member, and a co-founder of CJCLive Media, LLC, with his last known address at 1361 Mokolea Drive, Kailua, Hawaii 96734.

2. At all relevant times, Cynthia Ocariza Altman (Altman) is and was a co-founder of CJCLive Media, LLC, with her last known address at 1361 Mokolea Drive, Kailua, Hawaii 96734.

3. At all relevant times, CJCLive Media, LLC., (CJCLive) is and was a Nevada limited liability company formed on September 5, 2018, with a principal place of business at 3430 East Flamingo Road, Suite 100, Las Vegas Nevada 89121.

4. At all relevant times, CJCLive, Rustin, and Altman conducted business using the websites cjclive.io, cjclive.com, cjctvnetwork.com; telephone numbers (808) 518-1355, (800) 252-4181; and email addresses info@cjclive.com, john@johnwrustin.com, cjclivenetwork@gmail.com, and ceoaltman@gmail.com.

5. Rustin and Altman represented CJCLive as an online media company promising to pay users to upload videos onto its online platform. The company supposedly partnered with a cryptocurrency company to create a cryptocurrency token for exclusive use on the CJCLive platform. The company also sold streaming devices that allowed users to watch online video content.

6. Beginning at least as early as March 2019, CJCLive, Rustin, and Altman offered or

1 sold securities in the form of stock as well as “Authorized Retailer” (“AR”) units - investment  
2 contracts - in California to at least 114 investors, at least 28 of which were California residents.

3 7. Initially, Rustin and Altman sold interests in CJCLive called “Authorized Retailer”  
4 (“AR”) units. Investors paid Rustin and/or Altman \$3,500.00 per AR unit, with some investors  
5 purchasing multiple units. Then, on or around June 15, 2019, investors were issued 500 shares for  
6 each AR unit they owned. These securities were offered or sold in this state in issuer transactions.  
7 The Department of Business Oversight has not issued a permit or other form of qualification  
8 authorizing CJCLive, Rustin, or Altman or any person to offer or sell the above described securities,  
9 in this state.

10 8. In connection with the offer or sale of these securities in this state, CJCLive, Rustin,  
11 and Altman made the following untrue statements of material facts:

12 a. That CJCLive would place 20% of the company’s monthly advertising revenue into  
13 the “20% Pool” that would be split among the investors. Each AR unit would be entitled to an equal  
14 share of the 20% Pool.

15 b. That CJCLive’s system had created over 100 cryptocurrency millionaires.

16 c. That an advertising sales target of \$10 million would be easy for CJCLive to achieve.

17 d. That if CJCLive earned \$10 million in advertising sales, an investor that owned five  
18 AR units could expect to make \$10,000.00 in passive income per month.

19 e. That CJCLive would pay investors a \$700.00 commission for each new investor they  
20 referred.

21 f. That \$1 billion dollars in advertising sales was a realistic projection for CJCLive, and  
22 that for each five AR units owned, and investor could expect to earn \$1 million in passive income per  
23 month.

24 g. That investors would be paid back tenfold on their investment.

25 h. That once CJCLive sold 1,000 AR units, every AR unit owner would be issued stock  
26 in CJCLive LLC. In reality, investors were issued certificates for shares of a different entity called  
27 “CJCLive.com.” Investors were also told that the stock they received in exchange for their AR units  
28 was worth \$100 per share.

1 i. That CJCLive.com was a corporation incorporated under the laws of the state of New  
2 Mexico. At the time of the issuance of the stock certificates, no entity named CJCLive.com existed in  
3 New Mexico or any other state.

4 9. In connection with the offer or sale of these securities in this state, CJCLive, Rustin,  
5 and Altman also failed to disclose that the Arkansas Securities Department issued a cease and desist  
6 order against Rustin on June 9, 2009, finding that Rustin committed securities fraud and had offered  
7 and or sold unregistered securities.

8 Based on the foregoing findings, the Commissioner of Business Oversight is of the opinion  
9 that the investment contracts offered or sold by CJCLive Media, LLC, John Wesley Rustin, Jr., and  
10 Cynthia Ocariza Altman are securities subject to qualification under the Corporate Securities Law of  
11 1968 and are being or have been offered or sold without first being qualified, in violation of  
12 Corporations Code section 25110.

13 Pursuant to Corporations Code section 25532, CJCLive Media, LLC, John Wesley Rustin, Jr.,  
14 and Cynthia Ocariza Altman are ordered to desist and refrain from the further offer and sale of  
15 securities in California, including but not limited to investment contracts, unless and until  
16 qualification has been made under the Corporate Securities Law of 1968, or unless exempt.

17 Further, based on the foregoing, the Commissioner of Business Oversight is of the opinion  
18 that CJCLive Media, LLC, John Wesley Rustin, Jr., and Cynthia Ocariza Altman offered or sold  
19 securities in this State by means of a written or oral communication which included an untrue  
20 statement of material fact or omitted to state a material fact necessary to make the statement made, in  
21 light of the circumstances under which they were made, not misleading, in violation of Corporations  
22 Code section 25401.

23 Pursuant to Corporations Code section 25532, CJCLive Media, LLC, John Wesley Rustin, Jr.,  
24 and Cynthia Ocariza Altman are hereby ordered to desist and refrain from offering or selling or  
25 buying or offering to buy any security in California, including but not limited to investment contracts,  
26 by means of any written or oral communication which includes an untrue statement of material fact  
27 or omits to state a material fact necessary in order to make the statements made, in light of  
28 circumstances under which they were made, not misleading.

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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 30, 2020  
Sacramento, California

MANUEL P. ALVAREZ  
Commissioner of Business Oversight

By \_\_\_\_\_  
MARY ANN SMITH  
Deputy Commissioner  
Enforcement Division