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10 BEFORE THE DEPARTMENT OF FINANCIAL PROTECTION AND INNOVATION
11 OF THE STATE OF CALIFORNIA
12

13 In the Matter of:) CFL LICENSE NO.: 60DBO-44255
14 THE COMMISSIONER OF FINANCIAL) ORDER REVOKING CALIFORNIA
15 PROTECTION AND INNOVATION,) FINANCING LAW LICENSE OF DIRECT
16 Complainant,) MERCHANTS FUNDING LLC
17 v.)
18 DIRECT MERCHANTS FUNDING LLC,)
19 Respondent.)
20 _____)
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The Commissioner of Financial Protection and Innovation (Commissioner) finds that:

A. On November 4, 2022, the Commissioner issued, among other things: (1) a Notice of Intention to Issue Order Revoking California Financing Law License of Direct Merchants Funding LLC; and (2) an Accusation in support thereof, which set forth the reasons and grounds for the intended Order (Pleadings).

B. On November 9, 2022, the Commissioner served the Pleadings on Respondent Direct Merchants Funding LLC (DMF) by personally serving those documents on DMF at its address in Hollywood, Florida.

C. DMF has not requested a hearing, and the time to request a hearing has now expired.

NOW GOOD CAUSE APPEARING THEREFORE, it is hereby ordered that, pursuant to Financial Code section 22714, the California Financing Law license of Direct Merchants Funding LLC, license number 60DBO-44255 is hereby revoked.

This order is effective as of the date hereof.

Dated: December 1, 2022
Los Angeles, CA

CLOTHILDE V. HEWLETT
Commissioner of Financial Protection and Innovation



By _____
MARY ANN SMITH
Deputy Commissioner
Enforcement Division