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

12 In the Matter of:)
13)
14 THE COMMISSIONER OF FINANCIAL) CFL LICENSE No. 603L137
PROTECTION AND INNOVATION,)
15) **ORDER REVOKING LICENSE**
Complainant.) **PURSUANT TO FINANCIAL CODE**
16) **SECTION 22714**
17 v.)
18 LIFTFORWARD, INC.,)
19 Respondent.)
20 _____)

21 The Commissioner of Financial Protection and Innovation (Commissioner) finds that:

22 A. On April 25, 2023, the Commissioner issued, among other things: (1) a Notice of
23 Intention to Issue Order Revoking California Financing Law License of Liftforward, Inc.; and (2) an
24 Accusation in support thereof, which set forth the reasons and grounds for the intended Order
25 (Pleadings).

26 B. On April 28, 2023, the Commissioner served the Pleadings on Respondent
27 Liftforward, Inc. by sending a copy of the Pleadings by certified mail, return receipt requested, to
28 Liftforward Inc.’s last-known, licensed address. In addition, that same day/on April 28, 2023, the

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Commissioner served a second copy of the Pleadings by U.S. Mail: U.S. Postal Service to the address designated by Liftforward Inc. with the Commissioner.

C. Liftforward, Inc. has not requested a hearing, and the time to request a hearing has expired.

NOW GOOD CAUSE APPEARING THEREFORE, it is hereby ordered that:

Pursuant to Financial Code section 22714, the California Financing Law license of Liftforward, Inc., license number 603L137, is hereby revoked.

This Order is effective as of the date hereof.

Dated: June 6, 2023
Sacramento, California

CLOTHILDE V. HEWLETT
Commissioner of Financial Protection and Innovation



By _____
MARY ANN SMITH
Deputy Commissioner
Enforcement Division