

1 STATE OF CALIFORNIA
2 BUSINESS, CONSUMER SERVICES AND HOUSING AGENCY
3 DEPARTMENT OF FINANCIAL PROTECTION AND INNOVATION

4 TO: MobilePages, Inc., d/b/a Widget
5 Alfred W. Zlogar
6 400 Concar Drive
7 San Mateo, California 94402

8 **DESIST AND REFRAIN ORDER**

9 **(For violations of section 25401 of the Corporations Code)**

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

11 1. The Department of Financial Protection and Innovation regulates the offer and sale of
12 securities in California under the Corporate Securities Law of 1968 (Cal. Corp. Code §§ 25000-
13 25707).

14 2. At all relevant times, MobilePages, Inc., d/b/a Widget (Widget), was a Delaware
15 corporation with a place of business located at 400 Concar Drive, San Mateo, California 94402.

16 3. At all relevant times, Alfred W. Zlogar (Zlogar) was the founder and control person of
17 Widget.

18 4. Beginning at least as early as 2020, Widget and Zlogar (collectively, Respondents)
19 offered or sold securities in the form of shares of capital stock in Widget in California.

20 5. The purported purpose of the securities offering was for Respondents to raise money
21 to finalize developing a mobile application, which was purportedly an imbedded technology using
22 pictures and videos that would allow people to interact in real time. Car dealerships were the targeted
23 customers for this technology.

24 6. Investors signed a SAFE Financing Agreement to raise seed money to finalize the
25 Widget technology.

26 7. In connection with the offer or sale of these securities, Respondents made untrue
27 statements of material fact or failed to disclose material facts to investors, including but not limited to
28 the following:

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- 1 a. Respondents failed to disclose a civil lawsuit filed against Zlogar and other
- 2 defendants, in February of 1999, for violations of the Federal and California securities
- 3 laws, conspiracy to commit fraud, breach of fiduciary duty, making material
- 4 misrepresentations and other forms of wrongdoing.
- 5 b. Respondents used a time-based sales tactic, representing that they urgently needed
- 6 seed money to finalize the development of their product, which was almost completed
- 7 and ready to go live, and investors would receive a high return on their investment in
- 8 2022. Investors have not received any return on their investment. Respondents have
- 9 been non-responsive and unreachable since July of 2021.
- 10 c. Respondents insinuated that this investment offered guaranteed success. Some of the
- 11 investors were unaccredited and did not understand the level of risk involved with this
- 12 type of investment. Respondents had investors sign a SAFE Financing agreement that
- 13 falsely represented that investors had knowledge and experience in financial and
- 14 business matters and were able to incur a complete loss of such investment without
- 15 impairing their financial condition.

16 Based on the foregoing findings, the Commissioner is of the opinion that MobilePages, Inc.,
17 d/b/a Widget, and Alfred W. Zlogar offered and sold securities in California by means of oral or
18 written communications which included untrue statements of material facts or omitted to state
19 material facts necessary in order to make the statements made, in the light of the circumstances under
20 which they were made, not misleading, in violation of Corporations Code section 25401.

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1 Pursuant to Corporations Code section 25532, MobilePages, Inc., d/b/a Widget, and Alfred
2 W. Zlogar are hereby ordered to desist and refrain from offering or selling or buying or offering to
3 buy any security in California, including but not limited to shares of stocks by means of any written
4 or oral communication which includes an untrue statement of a material fact or omits to state a
5 material fact necessary in order to make the statements made, in the light of the circumstances under
6 which they were made, not misleading.

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

9 Dated: August 11, 2023
10 Sacramento, California

CLOTHILDE V. HEWLETT
Commissioner of Financial Protection and Innovation



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12
13 By _____
14 MARY ANN SMITH
15 Deputy Commissioner
16 Enforcement Division
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