

**STATE OF ILLINOIS  
SECRETARY OF STATE  
SECURITIES DEPARTMENT**

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**IN THE MATTER OF:      Anthony Pritchard**

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**File No. 0700502**

**TEMPORARY ORDER OF PROHIBITION**

TO THE RESPONDENTS: Anthony Pritchard  
12513 Live Oak Dr.  
Louisville, Kentucky 40243

On information and belief, I, Jesse White, Secretary of State for the State of Illinois, through my designated representative, who has been fully advised in the premises by the staff of the Securities Department, Office of the Secretary of State, herein finds:

**Count I**

**FRAUD IN THE SALE OF SECURITIES**

1. Respondent Anthony Pritchard ("Respondent") is a natural person with a last known address of 12513 Live Oak Dr., Louisville Kentucky 40243.
2. Investor is an Illinois Resident.
3. That Respondent used E-Bay's auction web site to solicit Illinois investors to enter into an agreement whereby Respondent would manage potential investors' money.
4. That Respondent stated on E-Bay's web-site that he had often invested the funds of other persons and that he had consistently generated a 100% rate of return for his past clients.
5. That the Respondent's web site also included Respondent's phone number for potential investors to contact him.
6. That Respondent contacted Investor by e-mail and by telephone.
7. That Respondent told Investor on the phone that he had developed a reliable options trading program that could consistently generated a one hundred percent rate of return on Investor's money.
8. Respondent then offered to invest Investor's money, promising a 100 percent rate of return on Investor's investment.

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9. Respondent also told Investor that in exchange for investing Investor's money, Respondent would keep a portion of the profits generated by Respondent's options trading strategy.
10. On or about March 26, 2007, Investor sent a check to Respondent for \$1,000 to be invested by Respondent using his options trading program.
11. That on September 27, 2006, Respondent entered into an order (hereinafter the "Order") with the Kentucky Office of Financial Institutions (hereinafter "Kentucky Office") whereby the Kentucky Office alleged that Anthony Pritchard sought investors via an EBay website to place money with Respondent to invest in the stock market on his and their collective behalf in exchange for a return or financial reward to all investors from such activity.
12. The Order also stated that Respondent was advised by the Kentucky Office that his conduct in soliciting investors via his EBay website would be a violation of the Act absent proper registration of the interests offered in addition to the registration of Respondent himself.
13. Pursuant to that Order Respondent agreed:
  - a. That Respondent shall not violate the Securities Act of Kentucky in the future.
  - b. That Respondent shall not sell or offer securities.
  - c. That Respondent shall not be an officer, director or manager or other such control person of an entity that sells or offers securities.
  - d. That Respondent shall not engage in the business of an investment adviser in any capacity unless properly registered as such.
14. That at no time did Respondent ever disclose any of the details of the Order to Investor.
15. Section 12.F of the Act provides, *inter alia*, that it shall be a violation of the Act for any person to engage in any transaction, practice or course of business in connection with the sale or purchase of securities which works or tends to work a fraud or deceit upon the purchaser or seller thereof.
16. Section 12.J(1) of the Act provides, *inter alia*, that it shall be a violation of the Act when acting as an investment adviser to employ any device, scheme or artifice to defraud any client.
17. Section 12.J(2) of the Act provides, *inter alia*, that it shall be a violation of the Act when acting as an investment adviser to engage in any transaction which operates as a fraud upon any client.

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18. Section 12.J(3) of the Act provides, *inter alia*, that it shall be a violation of the Act when acting as an investment adviser to engage in any course of business which is fraudulent, deceptive or manipulative.
19. By virtue of the foregoing, Respondent Pritchard has violated 12.F, and 12.J of the Act.

**Count II**

**UNREGISTERED DEALER/SALESPERSON /INVESTMENT ADVISER OR  
INVESTMENT ADVISER REPRESENTATIVE**

20. Counts 1-21 are re-alleged and incorporated by reference.
21. Respondent Pritchard is not registered as an investment adviser or investment adviser representative, in the State of Illinois.
22. The activities described above constitute the activities of an investment adviser as that term is defined in Section 2.11 of the Illinois Securities Law of 1953 [815 ILCS 5] (the "Act").
23. Section 12.C of the Act provides, *inter alia*, that it shall be a violation of the Act for any person to act as an investment adviser or investment adviser representative unless registered as such, where such registration is required, under the provisions of the Act.
24. By virtue of the foregoing, Respondent Pritchard has violated 12.C of the Act.

NOW THEREFORE IT IS HEREBY ORDERED THAT: pursuant to the authority granted by Section 11.F of the Act, Respondent Pritchard is **PROHIBITED** from:

Offering or selling securities in or from the State of Illinois until the further Order of the Secretary of State.

Offering or giving investment advice in or from the State of Illinois until the further Order of the Secretary of State

NOTICE is hereby given that Respondents may request a hearing on this matter by transmitting such request in writing to the Director, Illinois Securities Department, 69 W. Washington Street, Suite 1220, Chicago, Illinois 60602. Such request must be made within thirty (30) calendar days of the date of entry of the Temporary Order of Prohibition. Upon receipt of a request for hearing, a hearing will be scheduled as soon as reasonably practicable. A request for hearing will not stop the effectiveness of this Temporary Order and will extend the effectiveness of this Temporary Order for sixty days from the date the hearing request is received by the Department.

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FAILURE BY ANY RESPONDENT TO REQUEST A HEARING WITHIN THIRTY (30) CALENDAR DAYS AFTER ENTRY OF THIS TEMPORARY ORDER OF PROHIBITION SHALL CONSTITUTE AN ADMISSION OF ANY FACTS ALLEGED HEREIN AND SHALL CONSTITUTE SUFFICIENT BASIS TO MAKE THIS TEMPORARY ORDER OF PROHIBITION FINAL.

Dated: This 31<sup>st</sup> day of August 2009

A handwritten signature in black ink that reads "Jesse White" with a stylized flourish at the end.

JESSE WHITE  
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State of Illinois

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Illinois Secretary of State Securities Department  
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