

BEFORE THE
STATE OF WISCONSIN
DEPARTMENT OF FINANCIAL INSTITUTIONS
DIVISION OF SECURITIES

In the Matter of
711.TV INCORPORATED, LIAM HUTCHINSON,
BRIAN J. MARCUS, and ANDRE BISHOP,

PETITION FOR ORDER

Respondents.

File No. S-02051(EX)

The staff of the Bureau of Registration & Enforcement of the Division of Securities, Department of Financial Institutions, State of Wisconsin has conducted an investigation in this matter pursuant to § 551.56, Wis. Stats., and as a result thereof alleges as follows:

1. 711.TV Incorporated ("711") is a foreign business entity with last known business addresses of 1 E. Broward, Ste. 700, Ft. Lauderdale, FL 33301; 560 Front St., Hempstead, NY 11550; and 60 St. James Gate, London, England SW1A1LE.
2. Liam Hutchinson ("Hutchinson") is an individual who at all times material hereto has been the President and Managing Director of 711, with a last known business address at 711's Florida address.
3. Brian J. Marcus ("Marcus") is an individual who at all times material hereto has been a Director of 711, with a last known business address at 711's New York address.
4. Andre Bishop ("Bishop") is an individual who at all times material hereto has been an agent of 711, Hutchinson and Marcus, with a last known business address at 711's Florida address.
5. During the period of February and March 2002, Bishop, on behalf of 711, Hutchinson and Marcus, offered to at least one person in Wisconsin the stock of 711.
6. The person in Wisconsin referred to above had no pre-existing relationship with any of the Respondents.
7. The 711 stock has never been registered for offer and sale in Wisconsin pursuant to Ch. 551, Wis. Stats.
8. All Respondents have violated § 551.21(1), Wis. Stats., by offering unregistered securities in Wisconsin.
9. In connection with the offers of the securities described above, Bishop transacted business in Wisconsin as an "agent" for 711, Hutchinson and Marcus, as that term is defined by § 551.02(2), Wis. Stats.
10. At no time has Bishop been licensed as a securities agent pursuant to Ch. 551, Wis. Stats.
11. Bishop has violated § 551.31(1), Wis. Stats., by transacting business in Wisconsin as a securities agent without a license.
12. 711, Hutchinson, and Marcus have violated § 551.31(2), Wis. Stats., by employing an unlicensed agent to represent them in Wisconsin.

13. The offering materials, specifically the Stockholders Information Document, falsely represented that Hank Gracin, Derek Kelly, and Brian Jelley were officers and directors of the corporation, when upon information and belief they never held such positions.
14. The misrepresentation of the identities of the corporate officers and directors was material, particularly because one was described as a successful attorney who had acted in a senior capacity for major corporations and institutions, and another was described as a Managing Director of the London securities firm which allegedly would be handling the proposed public offering.
15. The misrepresentation of the corporate officers and directors was misleading to investors, and violated Wis. Stats. §551.41.
16. All respondents violated §551.41 in distributing materially misleading offering materials to potential investors.

Therefore, the staff of the Registration & Enforcement Bureau petitions the Administrator of the Division of Securities for the issuance of the attached Order pursuant to Ch. 551, Wis. Stats.

Susan A. Kittel Moore 10/1/02
 Susan A. Kittel Moore Date
 Legal Assistant
 Registration & Enforcement Bureau

Leslie M. Van Buskirk 10/1/02
 Leslie M. Van Buskirk Date
 Staff Attorney
 Registration & Enforcement Bureau