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

In the Matter of JAMES D. FRENCH, Respondent.	CEASE AND DESIST ORDER (SUMMARY) File No. S-225229(EX)

Based upon the attached Petition for Order I find that this action is necessary and appropriate in the public interest and for the protection of investors:

Therefore, pursuant to Wis. Stat. § 551.604(2),

IT IS ORDERED THAT:

a. James D. French, his agents, servants, employees, and every entity and person directly or indirectly controlled or organized by or on his behalf, shall cease and desist from making or causing to be made to any person or entity in Wisconsin any further offers or sales of securities unless and until such securities qualify as covered securities or are registered under Wis. Stats. Ch. 551, or successor statute.

b. All exemptions from registration set forth at Wis. Stats. Ch. 551, or successor statute, that might otherwise apply to any offer or sale of any security of or by James D. Frencht, his successors, affiliates, controlling persons, officers, agents, servants, employees, and every entity or person directly or indirectly controlled or organized by or on his behalf, are hereby revoked.

c. James D. French is prohibited from transacting business as a securities agent in Wisconsin unless registered under Wis. Stats. Ch. 551, or successor statute, or excepted from the registration requirement.

d. James D. French, his successors, affiliates, controlling persons, officers, agents, servants, employees, and every entity and person directly or indirectly controlled or hereafter organized by or on his behalf, are prohibited from violating Wis. Stat. § 551.501, or successor statute.

EXECUTED at Madison, Wisconsin, this 18th day of January, 2013.

(SEAL)

Patricia D. Struck
Administrator
Division of Securities

NOTICE

This Order is effective on the date issued. Any person subject to the Order may request a hearing in the form of a written petition for hearing as provided in Wis. Adm. Code § DFI-Sec. 8.01. If no hearing is requested, this Order will become final by operation of law 30 days after service.

You are advised that any willful violation of an Order issued by the Administrator of the Division of Securities of the Department of Financial Institutions under Wis. Stats. Ch. 551, is a criminal offense punishable under the provisions of Wis. Stat. § 551.508.