

**ORDER
and
ASSESSMENT OF FORFEITURES**

**BEFORE THE ADMINISTRATOR
STATE OF WISCONSIN
DEPARTMENT OF FINANCIAL INSTITUTIONS
DIVISION OF BANKING**

TO: Mortgage Protection Services
PO Box 661028
Arcadia, CA 91066-9812
Respondent

Lead System, Inc.
700 N. Central Avenue, Suite 310
Glendale, CA 91203
Respondent

Alvin Y. Yip
700 N. Central Avenue, Suite 310
Glendale, CA 91203
Registered Agent for Lead System, Inc.

Thomas P. Hoover
PO Box 661028
Arcadia, CA 91066-9812
Respondent

Thomas P. Hoover
PO Box 1763
Frazier Park, CA 93225
Respondent

Thomas P. Hoover
700 N. Central Avenue, Suite 310
Glendale, CA 91230
Respondent

PURPOSE

This is an order and assessment of forfeitures in the amount of \$62,000 issued by the Administrator, State of Wisconsin, Department of Financial Institutions, Division of Banking and directed to respondent.

JURISDICTION and AUTHORITY

The State of Wisconsin, Department of Financial Institutions, Division of Banking ("division") shall enforce and cause to be enforced all laws relating to state-chartered

savings banks, savings and loan associations, and banks in the State of Wisconsin, pursuant to chs. 214, 215, 220 and 221, Stats..

The intent of s. 220.02(2)(b), Stats., is to give the division jurisdiction to enforce and carry out all laws relating to state-chartered savings banks, savings and loan associations, and banks in the State of Wisconsin, pursuant to s. 220.02(3), Stats.

Upon information and belief, respondent is located at the address indicated above.

The division shall direct any person the division finds to have violated ss. 214.035(4)(a), 215.26(10)(a) or 221.0404(1), Stats., to cease and desist from violating these subsections. Secs. 214.035(4)(b), 215.26(10)(b) and 221.0404(2), Stats..

If a person violates ss. 214.035(4)(a), 215.26(10)(a) or 221.0404(1), Stats., after receiving such direction, the division may impose a forfeiture of up to \$1,000.00 for each violation. Secs. 214.035(4)(b), 215.26(10)(b) and 221.0404(2), Stats.

The division may issue and serve on the official or regulated entity an order to cease and desist from the violation or practice. The order may require the official or regulated entity to correct the conditions resulting from the violation or practice. Sec. 220.04(9)(d), Stats.

As part of any such order, the division may impose a forfeiture of up to \$10,000 for each violation or practice. Sec. 220.04(9)(f), Stats.

A regulated entity who violates an order issued under s. 220.04(9)(d), Stats., shall, for each violation, forfeit not more than \$1,000 per day for each day the violation continues. Sec. 220.04(9)(f)2., Stats.

FINDINGS

The division finds as follows:

1. Respondent was properly served with a Notice of Hearing and Notice of Prehearing Conference ("Notice") issued by the division. **Ex. I.** Pursuant to this Notice, respondent was directed to provide an answer, and appear at a prehearing conference and hearing.
2. Respondent failed to provide an answer to the Notice, and to appear at the prehearing conference and hearing.
3. By its failure to answer the Notice and appear at the hearing, respondent is in default. As a result of the default, respondent has admitted to the matters asserted and the violations set forth in the Notice, pursuant to s. 220.04(9)(d), Stats., and ss. DFI—Bkg 11.11 and 11.12, Admin. Code.

ORDER

Based on the foregoing, IT IS HEREBY ORDERED AS FOLLOWS:

Respondent shall pay to the division a forfeiture of \$62,000. The check shall be made payable to the "Department of Financial Institutions," and shall be received by the division by 4:30 p.m. on March 20, 2015. The check shall be mailed to the address after the signature below.

Respondent is directed to cease and desist from the use of any name, logo, or symbol, or any combination thereof, of any Wisconsin state-chartered savings bank, a savings and loan association, or bank or any name, logo, or symbol, or any combination thereof, that is deceptively similar to the name, logo, or symbol of a Wisconsin state-chartered savings bank, a savings and loan association, or bank, in any marketing material provided to or solicitation of another person in a manner such that a reasonable person may believe that the marketing material or solicitation originated from or is endorsed by the Wisconsin state-chartered savings bank, savings and loan association, or bank or that the Wisconsin state-chartered savings bank, savings and loan association, or bank is responsible for the marketing material or solicitation, pursuant to ss. 214.035(4)(a), 215.26(10)(a) and 221.0404(1), Stats.

Respondent is directed to cease and desist from any and all violations of ss. 214.035(4)(a), 215.26(10)(a) and 221.0404(1), Stats.

The provisions of this order shall be binding upon respondent and respondent's directors, officers, employees, agents, successors, assigns, and other persons participating in the conduct of its affairs. The provisions of the order shall remain effective and enforceable except to the extent that, and until such time as, any provisions of this order shall have been modified, terminated, suspended, or set aside by the division.

The effective date of this order shall be the date it is served, and service is complete upon mailing. Sec. 227.48(1), Stats., and DFI—Bkg 11.09, Admin. Code.

Dated and mailed at Madison, Wisconsin this 20th day of February, 2015.

By: Michael J. Mach
Michael J. Mach, Administrator
Wisconsin Department of Financial Institutions
Division of Banking
P.O. Box 7876
201 W. Washington Avenue, Suite 500
Madison, WI 53707-7876
tel. (608) 266-0451
fax (608) 267-6889

APPEAL

Pursuant to ss. 227.48 and 227.49, Stats., respondent may file a petition for rehearing which shall be **received by the division within 20 days** after the effective date of this order. Rehearing will be granted only on the basis of some material error of law or fact, or the discovery of new evidence sufficiently strong to reverse or modify the order, and which could not have been previously discovered by due diligence.

The request shall be sent to:

Michael J. Mach, Administrator
Wisconsin Department of Financial Institutions
Division of Banking
P.O. Box 7876
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Madison, WI 53707-7876
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fax (608) 267-6889

Pursuant to ss. 227.52(3) and 227.53(1)(a)1., Stats., respondent may file a petition for review with the Banking Review Board **within 30 days** after the effective date of this order. The petition shall be served on the following:

Wisconsin Department of Financial Institutions
Division of Banking, P.O. Box 7876
201 W. Washington Avenue, Suite 500
Madison, WI 53707-7876

Banking Review Board
Division of Banking
P.O. Box 7876
201 W. Washington Avenue, Suite 500
Madison, WI 53707-7876
tel. (608) 266-0451
fax (608) 267-6889