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DEPARTMENT OF CONSUMER AND BUSINESS SERVICES
DIVISION OF FINANCE AND CORPORATE SECURITIES
SECURITIES SECTION
BEFORE THE DIRECTOR OF THE DEPARTMENT OF
CONSUMER AND BUSINESS SERVICES
STATE OF OREGON

In the Matter of:) 0-96-0018
)
CREATIVE PET PRODUCTS, INC.,) FINAL ORDER TO CEASE AND DESIST
PHILLIP A. BERLIN, AND) DENIAL OF EXEMPTIONS
FREDERICK M. BLOOM,) ASSESSMENT OF CIVIL PENALTIES
) NOTICE OF RIGHT TO HEARING
RESPONDENTS.) BY DEFAULT

On July 8, 1996 the Director of the Department of Consumer and Business Services for the State of Oregon, acting by the authority of the Oregon Securities Law, Chapter 59 of the Oregon Revised Statutes (hereinafter cited as ORS Chapter 59), issued Administrative Order 0-96-0018 to Cease and Desist, with Denial of Exemptions, Assessment of Civil Penalties and Notice of Right to Hearing.

All Respondents were duly served with a certified copy of Administrative Order 0-96-0018 and Notice of Right to Hearing. Service was effected by mailing the Order and notice by certified mail and by regular mail, with proper postage affixed to each, to the last known address for each of the named Respondents, and signed green cards were returned for each Respondent.

None of the Respondents made written request for a hearing in this matter and the attorney for Creative Pet Products, Inc., did not request a hearing on behalf of any Respondent.

Division of Finance and Corporate Securities
Labor and Industries Building
330 Winter Street NE, Suite 410
Salem, OR 97310
Telephone: (503) 378-4387



1 issued by Creative to an Oregon investor as described in
2 paragraph six (6) of the Findings of Fact in violation of
3 ORS 59.055;

4 3. Respondent Bloom offered for sale unregistered
5 securities in the State of Oregon when he offered for sale shares
6 of stock issued by Creative to a prospective Oregon investor as
7 described in paragraph five (5) of the Findings of Fact in
8 violation of ORS 59.055;

9 4. Respondents Creative, Berlin, and Bloom, in connection
10 with the offer and/or sale of any security, omitted to state a
11 material fact necessary in order to make the statements made, in
12 the light of the circumstances under which they were made, not
13 misleading when they failed to provide investors with the
14 information described in paragraphs seven (7), eight (8), nine
15 (9), ten (10), and eleven (11) of the Findings of Fact
16 hereinabove in violation of ORS 59.135(2);

17 5. Respondents Berlin and Bloom, as "officer(s) or
18 director(s) of such seller [Creative]...", and every person who
19 participates or materially aids in the sale is also liable
20 jointly and severally with and to the same extent as the seller".

21 **ORDER**

22 **NOW THEREFORE, THE DIRECTOR ORDERS** that:

23 1. Creative Pet Products, Inc., Frederick M. Bloom, and
24 Phillip A. Berlin shall **CEASE AND DESIST** from:

25 a. Offering and/or selling securities in the State of
26 Oregon in violation of ORS Chapter 59.



1 b. Violating any of the provisions of ORS Chapter 59
2 and Oregon Administrative Rules Chapter 441.

3 2. Pursuant to the authority of ORS 59.045 Respondents
4 Creative Pet Products, Inc., Phillip Berlin, and Frederick Bloom
5 are **DENIED** the use of any exemptions authorized by ORS 59.025
6 and/or ORS 59.035.

7 3. Pursuant to the authority of ORS 59.995, THE DIRECTOR
8 **ASSESSES** the following civil penalties:

9 a. Creative Pet Products, Inc., Frederick Bloom, and
10 Phillip Berlin are **ORDERED TO PAY** jointly and severally the sum
11 of \$1,500.00 for the offer and/or sale of unregistered securities
12 in violation of ORS 59.055;

13 b. Creative Pet Products, Inc., Frederick Bloom, and
14 Phillip Berlin are **ORDERED TO PAY** jointly and severally the sum
15 of \$2,500.00 for failure to disclose "a material fact or to omit
16 to state a material fact necessary in order to make the
17 statements made, in the light of the circumstances under which
18 they are made, not misleading" with respect to the offer and/or
19 sale of a security in violation of ORS 59.135(2);

20 c. Frederick M. Bloom is **ORDERED TO PAY** the sum of
21 \$500.00 for the offer and/or sale of unregistered securities in
22 violation of ORS 59.055;

23 4. Creative Pet Products, Inc., Frederick Bloom, and
24 Phillip Berlin are **ORDERED TO PAY** jointly and severally the sum
25 of \$1,000.00 for the sale of securities by an unlicensed
26 salesperson in violation of ORS 59.165;



1 The entry of this Order in no way limits further remedies
2 which may be available to the Director under Oregon law.

3 Dated this 9th day of July, 1995 at Salem,
4 Oregon.

5 
6 _____
7 KERRY BARNETT, DIRECTOR
8 DEPARTMENT OF CONSUMER AND BUSINESS SERVICES

9 NOTICE TO PARTIES

10 You are entitled to a judicial review of this Order.
11 Judicial review may be obtained by filing a petition for review
12 to the Oregon Court of Appeals within 60 days from the date of
13 service of this Order pursuant to the provisions of ORS 183.482.
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