State of California - Department of Corporations

STATE OF CALIFORNIA

BUSINESS, TRANSPORTATION AND HOUSING AGENCY

DEPARTMENT OF CORPORATIONS

TO: **Karen P. Allen**
Anthony T. Sziklai
As Seen On TV Publishing, LLC

4607 Lakeview Canyon Road, # 316
Westlake Village, CA 91361
and
2625 Townsgate Road, Suite 330
Westlake Village, CA 91361

DESIST AND REFRAIN ORDER

(For violations of section 25110 of the Corporations Code)

The California Corporations Commissioner finds that:

1. As Seen On TV Publishing, LLC ("ASOTP") is, and was at all relevant times herein, a California limited liability company doing business at 4607 Lakeview Canyon Road, # 316, Westlake Village, CA 91361 and 2625 Townsgate Road, Suite 330, Westlake Village, CA 91361.

2. Karen P. Allen ("Allen") is, and was at all relevant times herein, a managing member and founder of ASOTP.

3. Anthony T. Sziklai ("Sziklai") is, and was at all relevant times herein, a managing member and founder of ASOTP.

4. As early as 2010, ASOTP, Allen and Sziklai offered and sold units of ASOTP at a price of $25,000 per unit.

5. The purported purpose of the offerings is to provide capital for marketing and growth of a web content publisher, and create infomercial video portals and blogs for online shoppers seeking product information, videos, and reviews.

6. The units of ASOTP are securities, pursuant to California Corporations Code section 25019.

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7. These securities were offered and sold in this state in issuer transactions. The California Department of Corporations has not issued a permit or other form of qualification authorizing any person to offer and sell these securities in this state.

8. ASOTP was using cold call solicitation to raise capital from potential investors.

Based upon the foregoing findings, the California Corporations Commissioner is of the opinion that the units of ASOTP offered and sold by Karen P. Allen, Anthony T. Sziklai, and As Seen On TV Publishing, LLC are securities subject to qualification under the California Corporate Securities Law of 1968 and are or have been offered and sold without being qualified or exempt, in violation of California Corporations Code section 25110.

Pursuant to Corporations Code section 25532, Karen P. Allen, Anthony T. Sziklai, and As Seen On TV Publishing, LLC are hereby ordered to desist and refrain from the offer and sale of securities in the State of California, including, but not limited to units of limited liability companies, unless and until qualification has been made under the law or unless exempt.

This Order is necessary, in the public interest, for the protection of investors and is consistent with the purposes, policies, and provisions of the Corporate Securities Law of 1968.

Dated: March 14, 2011
Los Angeles, California

PRESTON DuFAUCHARD
California Corporations Commissioner

By_____
ALAN S. WEINGER
Deputy Commissioner
Enforcement Division

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