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**STATE OF CALIFORNIA**  
**BUSINESS, TRANSPORTATION AND HOUSING AGENCY**  
**DEPARTMENT OF CORPORATIONS**

**TO:** Steven Enrico Lopez, Sr.  
8484 Wilshire Boulevard, Suite 500  
Beverly Hills, California 90211

**DESIST AND REFRAIN ORDER**  
**(For Violations of Section 25230 of the Corporations Code)**

The California Corporations Commissioner finds that:

1. At all relevant times, Steven Enrico Lopez, Sr. (“Lopez”) was an individual residing in the State of California.

2. Beginning in at least 2004 and continuing thereafter until at least June of 2010, Lopez analyzed the equities market on behalf of clients including Easy Equity Partners, L.P., Easy Equity Asset Management, L.P., Easy Equity Asset Management, LLC, Trans-American Asset Management, LLC, and multiple individuals.

3. In providing analysis to the above-named entities and individuals, Lopez advised his clients as to the value of securities and/or as to the advisability of investing in, purchasing or selling securities.

4. In addition to providing analysis of the equities market on behalf of his clients, Lopez, on occasion, exercised trading authority in his clients’ brokerage accounts by directing trades.

5. In return for his services, Lopez received payment from his clients in the form of a base salary, paid monthly, and/or commissions representing approximately fifteen to twenty percent of the successful trades made in his clients’ brokerage accounts.

6. Lopez, by engaging in the business of advising others as to the value of securities or as to the advisability of investing in, purchasing or selling securities, for compensation, was an investment adviser within the meaning of Corporations Code section 25009 of the Corporate Securities Law of 1968 (Corp. Code, §§ 25000 et seq.). Pursuant to Corporations Code section

1 25230, Lopez was required to obtain a certificate from the Commissioner to conduct business as an  
2 investment adviser in the State of California.

3 7. The Commissioner has no record of having received an application from, or having  
4 granted an investment adviser certificate to Lopez.

5 Based upon the foregoing, the Commissioner is of the opinion that Steven Enrico Lopez, Sr.  
6 has conducted business as an investment adviser in this state without having first applied for and  
7 secured from the Commissioner a certificate, authorizing him to act in that capacity, in violation of  
8 Corporations Code section 25230 of the Corporate Securities Law of 1968. Pursuant to section  
9 25532 of the Corporations Code, Steven Enrico Lopez, Sr. is hereby ordered to desist and refrain  
10 from conducting business as an investment adviser in this state unless and until he has applied for and  
11 secured from the Commissioner a certificate, then in effect, authorizing him to act in that capacity.  
12 This Order is necessary, in the public interest, for the protection of investors and consistent with the  
13 purposes, policies, and provisions of the Corporate Securities Law of 1968.

14 Dated: March 21, 2011  
15 Los Angeles, California

16 PRESTON DuFAUCHARD  
17 California Corporations Commissioner

18 By \_\_\_\_\_  
19 ALAN S. WEINGER  
20 Deputy Commissioner  
21 Enforcement Division  
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