

COMMONWEALTH OF VIRGINIA
STATE CORPORATION COMMISSION

AT RICHMOND, JULY 10, 2009

CLERK'S OFFICE
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COMMONWEALTH OF VIRGINIA, ex rel.

DOCUMENT CONTROL

STATE CORPORATION COMMISSION

v.

CASE NO. SEC-2008-00052

INVESTOLOGY INC.,

Defendant

SETTLEMENT ORDER

Based on an investigation conducted by the Division of Securities and Retail Franchising ("Division"), it is alleged that Investology Inc. ("Defendant"): (i) violated § 13.1-504 C (i) of the Virginia Securities Act ("Act"), § 13.1-501 et seq. of the Code of Virginia, by employing unregistered investment advisor representatives; and (ii) violated Securities Rule 21 VAC 5-80-170 B by failing to exercise diligent supervision over the advisory activities of all of its investment advisor representatives.

The State Corporation Commission ("Commission") is authorized by § 13.1-506 of the Act to revoke the Defendant's registration, by § 13.1-519 of the Act to issue temporary or permanent injunctions, by § 13.1-518 A of the Act to impose costs of investigation, by § 13.1-521 A of the Act to impose certain monetary penalties, and by § 12.1-15 of the Code of Virginia to settle matters within its jurisdiction.

The Defendant neither admits nor denies these allegations but admits to the Commission's jurisdiction and authority to enter this Settlement Order.

As a proposal to settle all matters arising from these allegations, the Defendant has made an offer of settlement to the Commission wherein the Defendant will abide by and comply with the following terms and undertakings:

(1) The Defendant will pay to the Treasurer of the Commonwealth of Virginia the amount of Six Thousand Dollars (\$6,000) in monetary penalties. The amount of Seven Hundred Fifty Dollars (\$750) of said penalty will be paid contemporaneously with the entry of this Order. The remaining balance of the penalty will be paid in three (3) increments of One Thousand Seven Hundred Fifty Dollars (\$1,750) on August 1, 2009, November 1, 2009, and February 1, 2010.

(2) The Defendant will pay to the Commission, contemporaneously with the entry of this Order, the amount of One Thousand Dollars (\$1,000) to defray the cost of investigation.

(3) The Defendant will not violate the Act in the future.

The Division has recommended that the Commission accept the offer of settlement of the Defendant.

The Commission, having considered the record herein, the offer of settlement of the Defendant, and the recommendation of the Division, is of the opinion that the Defendant's offer should be accepted.

Accordingly, IT IS THEREFORE ORDERED THAT:

(1) The offer of the Defendant in settlement of the matter set forth herein be, and it is hereby, accepted;

(2) The Defendant fully comply with the aforesaid terms and undertakings of this settlement; and

(3) The Commission shall retain jurisdiction in this matter for all purposes, including the institution of a show cause proceeding, or taking such other action it deems appropriate, on account of the Defendant's failure to comply with the terms and undertakings of the settlement.

AN ATTESTED COPY hereof shall be sent by the Clerk of the Commission to:
Ameen Estaiteyeh, President, Investology Inc., 47436 River Crest Street, Potomac Falls, Virginia
20165; and a copy shall be delivered to the Commission's Office of General Counsel and
Division of Securities and Retail Franchising.

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ADMISSION AND CONSENT

The Defendant, Investology Inc., admits to the jurisdiction of the State Corporation Commission ("Commission") as to the party and subject matter hereof and, neither admitting nor denying the allegations made herein by the Division of Securities and Retail Franchising, hereby consents to the form, substance and entry of the foregoing Settlement Order.

The Defendant further states that no offer, tender, threat or promise of any kind whatsoever has been made by the Commission or any member, subordinate, employee, agent or representative thereof in consideration of the foregoing Settlement Order.

Investology Inc.

Date: 06-15-2009

By: 

Ameen Estaiteyeh
President