

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 84460 / October 19, 2018

The Securities and Exchange Commission (“Commission”) announced the temporary suspension, pursuant to Section 12(k) of the Securities Exchange Act of 1934 (the "Exchange Act"), of trading in the securities of American Retail Group, Inc. (“ARGB”), of Las Vegas, Nevada commencing at 9:30 a.m. EDT on October 22, 2018 and terminating at 11:59 p.m. EDT on November 2, 2018.

The Commission temporarily suspended trading in the securities of ARGB due to concerns about the accuracy and adequacy of information in the marketplace about, among other things, the company’s products and services and certain regulatory approvals, as stated in press releases issued on August 16, 2018 and August 22, 2018. This order was entered pursuant to Section 12(k) of the Exchange Act.

The Commission cautions broker-dealers, shareholders, and prospective purchasers that they should carefully consider the foregoing information along with all other currently available information and any information subsequently issued by the company.

Further, brokers and dealers should be alert to the fact that, pursuant to Rule 15c2-11 under the Exchange Act, at the termination of the trading suspension, no quotation may be entered unless and until they have strictly complied with all of the provisions of the rule. If any broker or dealer has any questions as to whether or not he has complied with the rule, he should not enter any quotation but immediately contact the staff in the Division of Trading and Markets, Office of Interpretation and Guidance, at (202) 551-5777. If any broker or dealer is uncertain as to what is required by Rule 15c2-11, he should refrain from entering quotations relating to ARGB’s securities until such time as he has familiarized himself with the rule and is certain that all of its provisions have been met. If any broker or dealer enters any quotation which is in violation of the rule, the Commission will consider the need for prompt enforcement action.

If any broker-dealer or other person has any information which may relate to this matter, contact John O. Enright, Assistant Regional Director, New York Regional Office, at (212) 336-9138 or Charu Chandrasekhar, Assistant Regional Director, New York Regional Office, at (212) 336-0560. This trading suspension was the result of a coordinated initiative among the Division of Enforcement’s Cyber Unit, Microcap Fraud Task Force, and Retail Strategy Task Force. For more information, see [Spotlight on Initial Coin Offerings and Digital Assets](#). The SEC appreciates the assistance of the Financial Industry Regulatory Authority.