

**BEFORE THE DIVISION OF SECURITIES  
OF THE DEPARTMENT OF COMMERCE  
OF THE STATE OF UTAH**

**IN THE MATTER OF:**

**CRAIG ELDON TAYLOR,  
d.b.a. THE MALL HOP and  
SMOOTHIE BEACH,**

**Respondent.**

**ORDER DESIGNATING PRESIDING  
OFFICER**

**Docket No. SD-12-0038**

The Utah Division of Securities, by and through its Director, Keith Woodwell, hereby designates Jennie Jonsson as the presiding officer in the above-captioned administrative action.

DATED this 22<sup>nd</sup> day of March, 2013.

DIVISION OF SECURITIES



KEITH WOODWELL



CERTIFICATE OF SERVICE

I certify that on the 22 day of March, 2013, I have served the foregoing ORDER DESIGNATING PRESIDING OFFICER on the parties in this proceeding by mailing a copy, properly addressed by first class mail with postage prepaid, to:

CRAIG ELDON TAYLOR  
524 WEST 440 SOUTH  
OREM, UT 84058

And by hand delivery to:

Wade Farraway, Assistant Attorney General  
Office of the Attorney General of Utah

Ann Skaggs, Securities Analyst  
Utah Division of Securities

  
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Executive Secretary