

BEFORE THE ARKANSAS SECURITIES COMMISSIONER  
CASE NO S-12-0137

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WALLACE J. LITTRELL, JR.,  
TO LOVE GOD, LLC,  
POP-N-SHOTS, AND  
THE LITTRELL GROUP

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RESPONDENTS

**REQUEST FOR CEASE AND DESIST ORDER**

The Staff of the Arkansas Securities Department (“Staff”) received information and has in its possession certain evidence that indicates Wallace J. Littrell, Jr. (“Littrell”) and To Love God, LLC d/b/a Pop-N-Shots and the Littrell Group have violated provisions of the Arkansas Securities Act (“Act”), Ark. Code Ann. §§ 23-42-101 through 23-42-509 and the Rules of the Arkansas Securities Commissioner (“Rules”).

**Administrative Authority**

1. This matter is brought in connection with violations of sections of the Act and the Rules and is therefore properly before the Arkansas Securities Commissioner (“Commissioner”) in accordance with Ark. Code Ann. § 23-42-209.

**Respondents**

2. To Love God, LLC d/b/a Pop-N-Shots and the Littrell Group (“Pop-N-Shots”) is a limited liability company organized and operating under the laws of the State of Arkansas. Further, Pop-N-Shots has never been registered with the Arkansas Securities Department (“Department”) under the Act in any capacity.

3. Littrell is a resident of the State of Arkansas. Littrell is an organizer and manager of Pop-N-Shots. Littrell has not been registered with the Department under the Act in any capacity.

### **Facts Supporting Cease and Desist Order**

4. Littrell, on behalf of Pop-N-Shots, has been in contact with at least 18 people. During Littrell's contact with these 18 people, Littrell offered each person the opportunity to make an investment in and receive shares of Pop-N-Shots. These 18 individuals are residents of Arkansas, Missouri, Oklahoma, Texas, Louisiana, and Florida. At least six of these people subsequently made an investment in and purchased shares of Pop-N-Shot. In addition, one of these people was given a share of Pop-N-Shots in exchange and as payment for her work for Pop-N-Shots. When Littrell sold or exchanged investments in or shares of Pop-N-Shots to these seven people, he had them sign an investment contract and confidentiality agreement. The investment contract was titled Assignment of Membership Interest and signed by Littrell as managing member and assignor. A blank copy of the Assignment of Membership Interest is attached hereto as Exhibit 1.

5. In addition to contacting specific individuals concerning an investment in Pop-N-Shots, Littrell also included a general solicitation for investors in Pop-N-Shots on a website, the littrellgroup.com, maintained by Littrell. Copies of pages from this website are attached hereto as Exhibit 2. The website contained projections of returns on investments made and shares of Pop-N-Shots owned by investors. In addition, one page lists the total gross revenue projections for Pop-N-Shots. However, there is no basis provided on this website to determine how these projected returns and revenue were determined. In addition, the website completely omits any mention of the risks involved in investing in or purchasing shares of Pop-N-Shots.