

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 56400 / September 13, 2007

ACCOUNTING AND AUDITING ENFORCEMENT
Release No. 2680 / September 13, 2007

ADMINISTRATIVE PROCEEDING
File No. 3-12761

In the Matter of

**Berger, Apple & Associates Ltd. and
Mitchell S. Seifert, CPA,**

Respondents.

**ORDER INSTITUTING PUBLIC
ADMINISTRATIVE AND CEASE-AND-
DESIST PROCEEDINGS PURSUANT TO
SECTIONS 4C AND 21C OF THE
SECURITIES EXCHANGE ACT OF 1934
AND RULE 102(e) OF THE
COMMISSION'S RULES OF PRACTICE,
MAKING FINDINGS, AND IMPOSING
REMEDIAL SANCTIONS AND A CEASE-
AND-DESIST ORDER**

I.

The Securities and Exchange Commission (“Commission”) deems it appropriate that cease-and-desist proceedings be, and hereby are, instituted against Berger, Apple & Associates Ltd. and Mitchell S. Seifert, CPA (collectively “Respondents”) pursuant to Section 21C of the Securities Exchange Act of 1934 (“Exchange Act”), and that public administrative proceedings be, and hereby are, instituted against Berger, Apple & Associates Ltd. pursuant to Section 4C¹ of the Exchange Act and Rule 102(e)(1)(iii) of the Commission’s Rules of Practice.²

¹ Section 4C provides, in relevant part, that:

The Commission may censure any person, or deny, temporarily or permanently, to any person the privilege of appearing or practicing before the Commission in any way, if that person is found . . . to have willfully violated, or willfully aided and abetted the violation of, any provision of the securities laws or the rules and regulations thereunder.

² Rule 102(e)(1)(iii) provides, in relevant part, that:

The Commission may censure a person or deny, temporarily or permanently, the privilege of appearing or practicing before it in any way to any person who is found . . . to have willfully violated, or willfully aided and abetted the violation of any provision of the Federal securities laws or the rules and regulations thereunder.

II.

In anticipation of the institution of these proceedings, Respondents have submitted an Offer of Settlement (“Offer”), which the Commission has determined to accept. Solely for the purpose of these proceedings and any other proceedings brought by or on behalf of the Commission, or to which the Commission is a party, and without admitting or denying the findings herein, except as to the Commission’s jurisdiction over them and the subject matter of these proceedings, which are admitted, Respondents consent to the entry of this Order Instituting Public Administrative and Cease-and-Desist Proceedings Pursuant to Sections 4C and 21C of the Securities Exchange Act of 1934 and Rule 102(e) of the Commission’s Rules of Practice, Making Findings, and Imposing Remedial Sanctions and a Cease-and-Desist Order (“Order”), as set forth below.

III.

On the basis of this Order and Respondents’ Offer, the Commission finds³ that:

A. RESPONDENTS

1. Berger, Apple & Associates Ltd. (the “Firm”) is an Ohio limited liability company and public accounting firm based in Beachwood, Ohio. The Firm audited MC Industrial Group, Inc.’s (“MC Industrial”) financial statements for the company’s 2003 fiscal year ended December 31, 2003.

2. Mitchell S. Seifert, CPA, (“Seifert”), 43, of Solon, Ohio, is a certified public accountant licensed in the state of Ohio since 1997. Seifert was the engagement partner in connection with the Firm’s audit of MC Industrial for the company’s 2003 fiscal year ended December 31, 2003.

B. FACTS

1. MC Industrial (known as New Jersey Acquisition, Inc. during the relevant time period) is a Delaware corporation with its headquarters in Lakewood, New Jersey. MC Industrial’s common stock is registered pursuant to Section 12(g) of the Exchange Act and does not currently trade on any market. For its fiscal year ended December 31, 2003, MC Industrial reported no revenues and no assets.

2. MC Industrial has at all relevant times been an issuer as defined by the Sarbanes-Oxley Act of 2002 (the “Act”).

3. The Firm audited MC Industrial’s 2003 financial statements included in MC Industrial’s annual report for fiscal year 2003 on Form 10-KSB, filed with the Commission on March 12, 2004. As part of that audit, the Firm prepared and issued an audit report dated March 8, 2004 (the “MC Industrial audit report”), which the company included in its 2003 Form 10-KSB. The Firm did not collect any fees for the audit work.

³ The findings herein are made pursuant to Respondents’ Offer of Settlement and are not binding on any other person or entity in this or any other proceeding.

4. At the time the Firm issued the MC Industrial audit report, it was not registered with the Public Company Accounting Oversight Board (the “Board”), as required by Section 102(a) of the Act.

5. Seifert was the engagement partner on the Firm’s audit of MC Industrial’s 2003 financial statements. Seifert participated in the preparation and issuance of the MC Industrial audit report.

C. VIOLATIONS

1. Section 102(a) of the Act provides that “it shall be unlawful for any person that is not a registered public accounting firm to prepare or issue, or to participate in the preparation or issuance of, any audit report with respect to any issuer.”⁴

2. The provisions of Section 102(a) of the Act became effective on October 22, 2003.⁵

3. Based on the conduct described above, the Firm willfully⁶ violated Section 102(a) of the Act.

4. Based on the conduct described above, Seifert caused the Firm’s violation of Section 102(a) of the Act.

D. FINDINGS

Based on the foregoing, the Commission finds that the Firm willfully violated Section 102(a) of the Sarbanes-Oxley Act of 2002, and that Seifert caused the Firm’s violation of Section 102(a) of the Act.

E. UNDERTAKING

Respondents have undertaken not to request, demand, or accept, directly or indirectly, any compensation from MC Industrial in connection with the audit work associated with the MC Industrial audit report. In determining whether to accept the Offer, the Commission has considered this undertaking.

⁴ A violation of the Act or any rule that the Board issues under the Act is treated for all purposes in the same manner as a violation of the Exchange Act, including with respect to penalties. Sarbanes-Oxley Act of 2002, 15 U.S.C.A. § 7202(b)(1) (West 2002).

⁵ Section 102(a) became effective “[b]eginning 180 days after the date of the determination of the Commission under Section 101(d)” of the Act that the Board was prepared to undertake its statutory responsibilities. The Commission made the required determination on April 25, 2003. See Order Regarding Section 101(d) of the Sarbanes-Oxley Act of 2002, Securities Act Release No. 8223, Exchange Act Release No. 47746, 2003 WL 1956164 (Apr. 25, 2003).

⁶ “Willfully” as used in this Order means intentionally committing the act that constitutes the violation. There is no requirement that the actor also be aware that he is violating a rule or statute. See Wonsover v. SEC, 205 F.3d 408, 414 (D.C. Cir. 2000); Tager v. SEC, 344 F.2d 5, 8 (2d Cir. 1965).

IV.

In view of the foregoing, the Commission deems it appropriate to impose the sanctions agreed to in Respondents' Offer.

Accordingly, it is hereby ORDERED, effective immediately, that:

1. Berger, Apple & Associates Ltd.

A. The Firm shall cease and desist from committing or causing any violations and any future violations of Section 102(a) of the Act.

B. The Firm is censured.

C. The Firm may practice before the Commission as an independent accountant provided that:

1. It is registered with the Board in accordance with the Act, and such registration continues to be effective; and

2. It has submitted to the Commission staff (attention: Office of the Chief Accountant) the Board's letter notifying the Firm that its registration application has been approved.

2. Mitchell S. Seifert, CPA

A. Seifert shall cease and desist from committing or causing any violations and any future violations of Section 102(a) of the Act.

B. Seifert may practice before the Commission as an independent accountant provided that:

1. The public accounting firm with which he is associated is registered with the Board in accordance with the Act, and such registration continues to be effective; and

2. He has submitted to the Commission staff (attention: Office of the Chief Accountant) the Board's letter notifying the public accounting firm with which he is associated that its registration application has been approved.

By the Commission.

Nancy M. Morris
Secretary