

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 62149 / May 21, 2010

ADMINISTRATIVE PROCEEDING
File No. 3-13909

In the Matter of	:	ORDER INSTITUTING ADMINISTRATIVE PROCEEDINGS PURSUANT TO SECTION 15(b) OF THE SECURITIES EXCHANGE ACT OF 1934, MAKING FINDINGS, AND IMPOSING REMEDIAL SANCTIONS
Gregory W. Laser	:	
Respondent.	:	
	:	
	:	
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I.

The Securities and Exchange Commission (“Commission”) deems it appropriate and in the public interest that public administrative proceedings be, and hereby are, instituted pursuant to Section 15(b) of the Securities Exchange Act of 1934 (“Exchange Act”) against Gregory W. Laser (“Respondent”).

II.

In anticipation of the institution of these proceedings, Respondent has submitted an Offer of Settlement (the “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 him and the subject of these proceedings, and the findings contained in Section III.2 below, which are admitted, Respondent consents to the entry of this Order Instituting Administrative Proceedings Pursuant to Section 15(b) of the Securities Exchange Act of 1934, Making Findings, And Imposing Remedial Sanctions (“Order”), as set forth below.

III.

On the basis of this Order and Respondent’s Offer, the Commission finds that:

1. Laser, age 46, resides in San Diego, CA. Laser was the main sales agent for the investments offered by Dean P. Gross, doing business as Bridon Entertainment (“Bridon”). Laser solicited investors for Gross and received commissions for doing so.

Laser was formerly registered with the Commission as a broker-dealer from 1986 to 1989, but is not currently registered with the Commission in any capacity.

2. On March 1, 2010, a judgment was entered by consent against Laser, permanently enjoining him from future violations of Sections 5(a), 5(c), and 17(a) of the Securities Act of 1933, and Sections 10(b) and 15(a) of the Exchange Act and Rule 10b-5 thereunder, in the civil action entitled Securities and Exchange Commission v. Dean P. Gross and Gregory W. Laser, Civil Action Number 2:09-CV-09-9144 AHM (RZx), in the United States District Court for the Central District of California.

3. The Commission's complaint alleged that, in connection with the offer and sale of notes and investment contracts, Laser falsely told investors that their funds were used solely to purchase discounted advertising time or space for resale; that Bridon Entertainment had contracts with major companies including Home Depot, Federal Express, Warner Bros., DIRECTV, and Slim-Fast for the resale of advertising time or space; and that investor returns and principal repayments were paid from profits earned on the resale of advertising. The complaint alleged that Laser did not perform due diligence or investigation of Dean Gross's ("Gross") claims before soliciting others to invest. The complaint also alleged that Laser failed to disclose his own commissions in some instances and otherwise engaged in a variety of conduct which operated as a fraud and deceit on investors. The complaint also alleged that Laser sold securities for which the offer and sale was not registered, and that he acted as an unregistered broker-dealer, with respect to the sale of Gross's securities.

IV.

In view of the foregoing, the Commission deems it appropriate and in the public interest to impose the sanction agreed to in Respondent Laser's Offer.

Accordingly, it is hereby ORDERED:

Pursuant to Section 15(b)(6) of the Exchange Act, that Respondent Laser be, and hereby is barred from association with any broker or dealer.

Any reapplication for association by the Respondent will be subject to the applicable laws and regulations governing the reentry process, and reentry may be conditioned upon a number of factors, including, but not limited to, the satisfaction of any or all of the following: (a) any disgorgement ordered against the Respondent, whether or not the Commission has fully or partially waived payment of such disgorgement; (b) any arbitration award related to the conduct that served as the basis for the Commission order;

(c) any self-regulatory organization arbitration award to a customer, whether or not related to the conduct that served as the basis for the Commission order; and (d) any restitution order by a self-regulatory organization, whether or not related to the conduct that served as the basis for the Commission order.

For the Commission, by its Secretary, pursuant to delegated authority.

Elizabeth M. Murphy
Secretary

Service List

Rule 141 of the Commission's Rules of Practice provides that the Secretary, or another duly authorized officer of the Commission, shall serve a copy of the *Order Instituting Administrative Proceedings Pursuant to Section 15(b) of the Securities Exchange Act of 1934, Making Findings, and Imposing Remedial Sanctions* ("Order"), on the Respondent and his legal agent.

The attached Order has been sent to the following parties and other persons entitled to notice:

Honorable Brenda P. Murray
Chief Administrative Law Judge
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