

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 62975 / September 22, 2010

ADMINISTRATIVE PROCEEDING
File No. 3-14064

In the Matter of

ANTHONY (“TONY) J. OLIVA,

Respondent.

**ORDER INSTITUTING
ADMINISTRATIVE PROCEEDINGS
PURSUANT TO SECTION 15(b) OF THE
SECURITIES EXCHANGE ACT OF 1934,
MAKING FINDINGS, AND IMPOSING
REMEDIAL SANCTIONS**

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 Anthony (“Tony”) J. Oliva (“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 matter 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. Oliva, age 54, a resident of Placitas, New Mexico, is the sole officer and owner of Integra Investment Group, LLC ("Integra"), a New Mexico limited liability company doing business out of Oliva's home.

2. On August 13, 2010, a judgment was entered by consent against Oliva, 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. United American Ventures, LLC, et al., Civil Action Number CV 10-0568 JCH/LFG, in the United States District Court for the District of New Mexico.

3. The Commission's complaint alleged, among other things, that from approximately July 2007 through November 2009, United American Ventures, LLC ("UAV"), a Delaware limited liability company with its principal place of business in Irvine, California, engaged in a scheme whereby UAV raised at least \$10 million from approximately 100 investors in various states through the fraudulent and unregistered sale of convertible bonds. The Commission's complaint further alleged that from approximately April 2009 through November 2009, Oliva, operating through Integra, received commissions from UAV for bringing approximately 50 investors to UAV. Additionally, the complaint alleged that Oliva made misrepresentations and omissions of material fact relating to the offer and sale of approximately \$3.5 million of UAV's convertible bonds.

IV.

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

Accordingly, it is hereby ORDERED:

Pursuant to Section 15(b)(6) of the Exchange Act, that Respondent Oliva 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.

By the Commission.

Elizabeth M. Murphy
Secretary