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**STATE OF WASHINGTON
DEPARTMENT OF FINANCIAL INSTITUTIONS
SECURITIES DIVISION**

IN THE MATTER OF DETERMINING
Whether there has been a violation
of the Securities Act of Washington by:

Order Number S-08-041-09-CO01

CONSENT ORDER

South J Street, LLC and Geoff McPherson,

Respondents

INTRODUCTION

Pursuant to the Securities Act of Washington, chapter 21.20 RCW, the Securities Division of the Department of Financial Institutions (“Securities Division”) and Respondents, South J Street, LLC and Geoff McPherson, do hereby enter into this CONSENT ORDER in settlement of the matters alleged herein. Respondents neither admit nor deny the Tentative Findings of Fact and the Conclusions of Law as set forth in the Statement of Charges and Notice of Intent to Enter an Order to Cease and Desist, Order Number S-08-041-09-SC01, which is incorporated by reference into this Consent Order.

CONSENT ORDER

Based upon the foregoing:

IT IS AGREED AND ORDERED that Respondents, South J Street, LLC and Geoff McPherson, and their agents and employees, each shall cease and desist from any violation of RCW 21.20.010, the anti-fraud section of the Securities Act of Washington.

IT IS FURTHER AGREED that Respondents, South J Street, LLC and Geoff McPherson, enter into this Consent Order freely and voluntarily and with a full understanding of its terms and significance.

IT IS FURTHER AGREED that the Securities Division has jurisdiction to enter this Order.

1 IT IS FURTHER AGREED that in consideration of the foregoing, Respondents, South J Street,
2 LLC and Geoff McPherson, hereby withdraw their request for a hearing and each waive their rights to a
3 hearing and to judicial review of this matter.

4 SIGNED this 27th day of October, 2009

5 Signed by:

6
7 _____
8 South J Street, LLC

9 By: /s/ Geoff McPherson _____
10 Geoff McPherson, Managing Member

11 Signed by:

12
13 /s/ Geoff McPherson _____
14 Geoff McPherson, Individually

15 -----
16 SIGNED and ENTERED this 4th day of November, 2009

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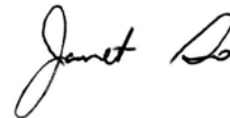
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19 _____
20 MICHAEL E. STEVENSON
21 Securities Administrator

22 Approved by:

23 

24 _____
25 Suzanne E. Sarason
Chief of Enforcement

26 Presented by:

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28 _____
29 Janet So
Financial Legal Examiner

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Reviewed by:

Martin Cordell

Martin Cordell
Financial Legal Examiner Supervisor