

**STATE OF ILLINOIS**  
**DEPARTMENT OF FINANCIAL AND PROFESSIONAL REGULATION**  
**DIVISION OF BANKING**

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IN THE MATTER OF: )  
 )  
US Mortgage Service )  
P O Box 700697 )  
Dallas, Texas 75370-9860 )

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No. 2007-DB-20

**ORDER TO CEASE AND DESIST**

The SECRETARY OF THE DEPARTMENT OF FINANCIAL AND PROFESSIONAL REGULATION (“Secretary”), by and through his delegated representative, hereby issues to US Mortgage Service this ORDER TO CEASE AND DESIST (“Order”). This Order is authorized by and issued pursuant to the provisions of Section 46(d) of the Illinois Banking Act [205 ILCS 5/46(d)] (the “Act”).

**FINDINGS**

The Secretary is of the opinion and finds as follows:

1. US Mortgage Service, a business entity located at P O Box 700697, Dallas, Texas has engaged in a marketing program designed to solicit prospective Illinois customers in a mortgage refinancing program, (the “Program”);
2. As part of the Program, US Mortgage Service, delivered or caused to be delivered certain solicitation materials to a customer of an Illinois state-chartered bank;
3. These solicitation materials specifically identify or use a name similar to that of the referenced Illinois state-chartered bank;
4. Section 46(d) of the Act provides that unless otherwise expressly permitted by law, no person, firm, partnership or corporation may use a name similar to that of an existing Illinois state-chartered bank when marketing to or soliciting business from customers if the similar name is used in a manner that could cause a reasonable person to believe that the marketing materials or solicitation originated from or is endorsed by the existing

Illinois state-chartered bank or that the existing Illinois state-chartered bank is in any way responsible for the marketing or solicitation materials;

5. US Mortgage Service has utilized a name similar to that of an existing Illinois state-chartered bank when marketing to or soliciting business from customers and the similar name is used in a manner that could cause a reasonable person to believe that the marketing materials or solicitation originated from or is endorsed by the previously referenced Illinois state-chartered bank or that the existing Illinois state-chartered bank is responsible for the marketing or solicitation materials. Specifically, the marketing or solicitation materials were delivered to an established customer of the Illinois State-chartered bank whose name is similar to that used in the US Mortgage Service marketing or solicitation materials; and
6. The Illinois state-chartered bank whose name is similar to that used in the US Mortgage Service Program marketing or solicitation materials did not originate or endorse these marketing or solicitation materials.

## **CONCLUSIONS**

BASED ON THE ABOVE FINDINGS, THE SECRETARY IS OF THE OPINION AND CONCLUDES that US Mortgage Service has violated the provisions of Section 46(d) of the Act.

## **ORDER**

BASED ON THE FINDINGS AND CONCLUSIONS STATED ABOVE, IT IS HEREBY ORDERED:

US Mortgage Service shall CEASE AND DESIST from using the name of any existing Illinois state-chartered bank or any similar name of an existing Illinois state-chartered bank in connection with marketing or solicitation materials.

IT IS HEREBY FURTHER ORDERED:

This ORDER shall be effective on the date it is signed and the provisions of this ORDER shall remain effective and enforceable except to the extent that, and until such time as, any provisions of this ORDER shall have been modified, terminated, suspended or set aside by the Secretary, or a court of competent jurisdiction.

DATED THIS 28<sup>th</sup> DAY OF AUGUST 2007.

DEPARTMENT OF FINANCIAL AND PROFESSIONAL REGULATION of the State of Illinois;

DEAN MARTINEZ, SECRETARY

DIVISION OF BANKING

By:

JORGE A. SOLIS

Director

You are hereby notified that this Order is an administrative decision. Pursuant to 38 Ill. Adm. Code, Section 392, any party may file a request for a hearing on an administrative decision. The request for a hearing shall be filed within 10 days after the receipt of an administrative decision. A hearing shall be held within thirty (30) days after the receipt by the Director of Banking of a request for a hearing. Absent a request for hearing, this Order shall constitute a final administrative Order subject to the Administrative Review Law, [735 ILCS 5/3-101].