of business of such person, partnership or corporation; or (c) by registering and mailing a copy thereof, addressed to such person, partnership or corporation at his or its principal office or place of business. A verified return by the person so serving said order, setting forth the manner of said service, shall be prima facie proof of the same, and the return post office receipt for said order registered and mailed as aforesaid shall be prima facie proof of the service of the same, as aforesaid.

Any person, partnership or corporation violating the provisions of Sections 10A or 10B hereof, or any person, partnership or corporation having been served with any order of the Attorney General under Section 12 of this Article, or having knowledge of the issuance of said order and while said order remains in effect, either as originally issued or as modified, who or which shall execute or carry on in any manner any scheme or device against which said order has been issued, or wilfully attempts so to do, or shall sell or deliver or receive payment in money or property for any paper, certificate or instrument purporting to be or represent any interest in or order for stocks, bonds, notes, shares, profit sharing agreements, service agreements, membership certificates and trustees certificates, or other securities mentioned in said order of the Attorney General, or shall publish or cause to be published any advertisement of any such stocks, bonds, notes, shares, profit sharing agreements, service agreements, membership certificates and trustees certificates, or other securities pursuant to said scheme or device against which said order has been issued, shall be guilty of a misdeameanor and, upon conviction, shall be fined not more than ten thousand dollars (\$10,000) or imprisoned not more than two years, or be subject to both fine and imprisonment, in the discretion of the Court. Wilful misrepresentation or concealment by any person, firm or corporation, engaged in the business referred to in Section 10A, of any material fact in his or its registration statement or in any application, report or document submitted in connection with his or its registration, shall subject such person, firm or corporation to the penalty provided by this section.