Abstract: Let \( A/F \) be a division algebra of degree 3, and \( X \) its Severi-Brauer variety which is a form of the projective plane. The linear system of cubic curves is defined on \( X \), and so we can let \( C \subset X \) be one such. If \( C \) is a nonsingular such curve, then \( C \) is a genus one curve with Jacobian \( E \), an elliptic curve. The question we address is the one asked by Asher Auel, namely, which \( E \) arise. We give an answer that depends on the structure of \( A \).