

1 **STATE OF WASHINGTON**
2 **DEPARTMENT OF FINANCIAL INSTITUTIONS**
3 **SECURITIES DIVISION**

4 IN THE MATTER OF DETERMINING) Order No.: S-14-1464-14-CO01
5 whether there has been a violation of the)
6 Securities Act of Washington by:)
7 J.P. Morgan Securities LLC,) CONSENT ORDER
8)
9 Respondent)

10 WHEREAS, J. P. Morgan Securities, LLC. ("JPMS") is a broker-dealer registered in the state of Washington,
11 with a Central Registration Depository number of 79; and

12 State securities regulators from multiple jurisdictions have conducted an investigation into the registration of
13 JPMS sales assistants ("SAs") and JPMS's supervisory systems with respect to the registration of SAs; and

14 JPMS has cooperated with regulators by responding to inquiries, providing documentary evidence and other
15 materials, and providing regulators with access to facts relating to the investigations; and

16 JPMS has advised regulators of its agreement to resolve the multi-state investigation pursuant to the terms
17 specified in this Consent Order ("Order"); and

18 JPMS agrees to make, and already has made, certain remedial changes to its registration policies, supervisory
19 procedures, and order entry systems, and agrees to make certain payments in accordance with the terms of this Order;
20 and

21 JPMS elects to permanently waive any right to a hearing and appeal under RCW 21.20.440 and RCW 34.05
22 with respect to this Order; and

23 JPMS agrees that the scope of the multi-state investigation is from January 1, 2004 through December 31,
24 2011; and

25 Solely for the purposes of terminating the multi-state investigations, and in settlement of the issues contained
in this Order, JPMS, without admitting or denying the findings of fact or conclusions of law contained in this Order,
consents to the entry of this Order.

1 NOW, THEREFORE, the Securities Administrator, as administrator of the Securities Act of Washington,
2 RCW 21.20, hereby enters this Order:

3 **I.**
4 **FINDINGS OF FACT**

5 1. JPMS admits the jurisdiction of the Securities Division of the Washington State Department of
6 Financial Institutions in this matter.

7 **Relevant JPMS Business Units**

8 2. JPMS's legacy wealth management business unit was referred to as Private Bank within JPMS. A
9 review of Private Bank SAs was included in the scope of this investigation.

10 3. In July of 2006, the legacy brokerage unit of Banc One Securities Corporation, then known as the
11 Private Wealth Management ("PWM") business unit, was operating in J.P. Morgan Securities Inc., the predecessor
12 broker-dealer to JPMS. A review of PWM SAs was included in the scope of this investigation.

13 4. In October 2008, the legacy brokerage unit of Bear, Stearns & Co. Inc. known as Private Client
14 Services ("PCS") was operating in J.P. Morgan Securities Inc., the predecessor broker-dealer to JPMS. A review of
15 PCS SAs was included in the scope of this investigation.

16 **Sales Assistant Registration Policies**

17 5. For JPMS's legacy Private Bank, PWM, and PCS business units, SAs provided administrative and
18 sales support to one or more JPMS brokers. Many SAs, as part of their support function to brokers, directly accepted
19 and entered orders from clients.

20 **Private Bank**

21 6. SAs for Private Bank were generally not assigned to specific brokers but rather assisted all brokers in
22 the respective offices in which they were located.

23 7. Private Bank SAs primarily supported one or more brokers in all facets of the daily business of Private
24 Bank, including contacting clients, maintaining accounts, and accepting client orders.

1 8. Notably, all Private Bank SAs authorized to accept orders must comply with a 50 state registration
2 policy and compliance with this policy was confirmed prior to granting access to the order entry system.

3 **Private Wealth Management**

4 9. Like Private Bank SAs, PWM SAs were generally not assigned to specific brokers but rather assisted
5 all brokers in the respective offices in which they were located.

6 10. PWM SAs primarily supported one or more brokers in all facets of the daily business of PWM,
7 including client support, maintaining accounts, and accepting client orders.

8 11. From 2006 through 2008, JMPS's PWM endeavored to register SAs that were authorized to accept
9 client orders in the same states as the broker(s) they supported, but PWMSAs were generally not registered in all 50
10 states.

11 12. In 2009, PWM adopted Private Bank's 50 state registration policy for all SAs who were authorized to
12 accept client orders.

13 **Private Client Services**

14 13. Unlike SAs for Private Bank and PWM, SAs for PCS were generally assigned to support specific
15 brokers.

16 14. PCS SAs' primary role was to support one or more brokers in all facets of the daily business of PCS,
17 including extensive client contacts, reviewing account activity, and accepting orders from clients.

18 15. PCS policies required PCS SAs who were authorized to accept client orders to be registered in the
19 same state as the broker(s) they supported, but PCS SAs were generally not registered in all 50 states. The multi-state
20 investigation revealed that, in some instances, there were PCS SAs that were authorized to accept client orders but not
21 registered in the same state as the broker(s) they supported.

22 **Unlicensed Sales Assistants**

23 16. Consistent with Private Bank's 50 state registration policy, the multi-state investigation did not find
24 that Private Bank SAs accepted orders without appropriate state registrations.

1 17. However, the multi-state investigation concluded that certain SAs for PWM and PCS accepted
2 unsolicited orders at times when the SAs were not appropriately registered in the state of Washington.

3 **Failure to Comply with Books & Records Requirements**

4 18. At all relevant times, Private Bank has utilized an order entry system called TOPAZ.

5 19. Prior to October of 2008, PWM utilized an order entry system called Streetscape. In connection with
6 each order, Streetscape recorded, among other information, the identity of the person who accepted the order from the
7 client. In October of 2008, PWM transferred from Streetscape to TOPAZ.

8 20. Prior to February of 2011, TOPAZ did not specifically record the identity of the order acceptor (as
9 distinct from the order enterer) and JPMS did not in all instances maintain a separate record to identify the order
10 acceptor for equity or mutual fund trades. Furthermore, prior to June of 2011, TOPAZ did not specifically record the
11 identity of the order acceptor (as distinct from the order enterer) and JPMS did not in all instances maintain a separate
12 record to identify the order acceptor for fixed income and structured product trades.

13 21. WAC 460-21B-050(1) requires registered broker-dealers to make, maintain and preserve books and
14 records in compliance with SEC Rule 17a-3. To that end, a registered broker-dealer is required to comply with SEC
15 Rule 17a-3(a)(6)(i), which requires each broker-dealer to make and maintain a memorandum of each brokerage order.
16 In addition to other information, this memorandum is required to show the identity of any person, other than the
17 employee responsible for the account, who accepted a client order. The memorandum need not show the identity of
18 any person, other than the agent responsible for the account, who entered or accepted the order if the order is entered
19 into an electronic system that generates the memorandum and if that system is not capable of receiving an entry of the
20 identity of any person other than the responsible agent; in that circumstance, the dealer shall maintain a separate record
21 that identifies each other person.

22 **Remedial Efforts**

23 22. JPMS has implemented a number of enhancements in its legacy PCS division since this investigation
24 began, including implementing a new trading system with additional blocking mechanisms and the ability to confirm
25 the registration status of order acceptors.

1 23. JPMS has further enhanced its registration, compliance training, and written compliance policies.

2 24. As noted above and as a result of the multi-state investigation, JPMS updated the TOPAZ system to
3 record the identity of the order acceptor in the electronic order system.

4 25. JPMS provided substantial cooperation in connection with this regulatory investigation.

5 Based upon the above Findings of Fact, the following Conclusions of Law are made:

6 **II.**
7 **CONCLUSIONS OF LAW**

8 1. The Securities Division has jurisdiction over this matter pursuant to the Securities Act of Washington,
9 RCW 21.20.

10 2. JPMS's failure to establish an adequate supervisory system to monitor the registration status of
11 persons accepting client orders constitutes a failure to reasonably supervise its salespersons, which is grounds for the
12 imposition of a fine pursuant to RCW 21.20.110(1)(j).

13 3. JPMS's failure to ensure its SAs were registered in accordance with JPMS's written procedures
14 constitutes a failure to enforce its established written procedures and a failure to reasonably supervise its salespersons,
15 which is grounds for the imposition of a fine pursuant to RCW 21.20.110(1)(j).

16 4. JPMS's acceptance of orders in Washington State through SAs who were not properly registered in
17 Washington constitutes the employment of unregistered securities salespersons, which violates RCW 21.20.040(2).

18 5. JPMS's failures, in certain instances, to record the identity of the person accepting client orders
19 entered through the TOPAZ system until June of 2011 constitute violations of RCW 21.20.100(1) and WAC 460-21B-
20 050(1).

21 6. Pursuant to RCW 21.20.110(1)(j), the violations described above constitute basis for the assessment of
22 an administrative fine against JPMS.

23 7. The Securities Division finds the following relief appropriate and in the public interest.
24
25

III.
ORDER

On the basis of the Statement of Facts, Conclusions of Law, and JPMS's consent to the entry of this Order,

IT IS HEREBY ORDERED:

1. This Order concludes the investigation by the Securities Division and any other action that the Securities Division could commence against JPMS under applicable Washington law as it relates to unregistered activity in Washington by JPMS's SAs and JPMS's supervision of SAs' registration status during the period from January 1, 2004 through December 31, 2011.

2. This Order is entered into solely for the purposes of resolving the referenced multistate investigation, and is not intended to be used for any other purpose. For any person or entity not a party to the Order, this Order does not limit or create any private rights or remedies against JPMS including, limit or create liability of JPMS, or limit or create defenses of JPMS, to any claims.

3. JPMS is hereby ordered to pay the sum of \$50,000 to the Securities Division of the Washington State Department of Financial Institutions within ten days of the date of this Order.

4. This Order is not intended by the Securities Division to subject any Covered Person to any disqualifications under the laws of the United States, any state, the District of Columbia, Puerto Rico, or the U.S. Virgin Islands, or under the rules or regulations of any securities or commodities regulator or self-regulatory organization, including, without limitation, any disqualification from relying upon the state or federal registration exemptions or safe harbor provisions. "Covered Person" means JPMS or any of its affiliates and their current or former officers, directors, employees, or other persons that could otherwise be disqualified as a result of the Orders (as defined in paragraph 5 below).

5. This Order and the order of any other State in any proceeding related to JPMS's agreement to resolve the above referenced multi-state investigation (collectively, the "Orders") shall not disqualify any Covered Person from any business that they otherwise are qualified, licensed or permitted to perform under applicable securities laws

1 or regulations of the State of Washington and any disqualifications from relying upon this state's registration
2 exemptions or safe harbor provisions that arise from the Orders are hereby waived.

3 6. This Order shall be binding upon JPMS and its successors and assigns as well as to successors and
4 assigns of relevant affiliates with respect to the conduct subject to the provisions above and all future obligations,
5 responsibilities, undertakings, commitments, limitations, restrictions, events, and conditions.

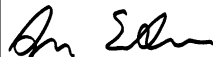
6 SIGNED and ENTERED this 25th day of June, 2014.

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11 WILLIAM M. BEATTY
12 Securities Administrator

13 Approved by:

Presented by:

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16 SUZANNE SARASON
17 Chief of Enforcement

16 HUONG LAM
17 Financial Legal Examiner

18 Reviewed by:

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21 JACK MCCLELLAN
22 Financial Legal Examiner Supervisor

CONSENT TO ENTRY OF ADMINISTRATIVE ORDER BY JPMS

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J.P. Morgan Securities, LLC (“JPMS”) hereby acknowledges that it has been served with a copy of this Consent Order (“Order”), has read the foregoing Order, is aware of its right to a hearing and appeal in this matter, and has waived the same.

JPMS admits jurisdiction of the Securities Division of the Washington State Department of Financial Institutions, neither admits nor denies the Findings of Fact and Conclusions of Law contained in this Order, and consents to the entry of this Order by the Securities Division as settlement of the issues contained in this Order.

JPMS agrees that it shall not claim, assert, or apply for a tax deduction or tax credit with regard to any state, federal, or local tax for any administrative monetary penalty that JPMS shall pay pursuant to this Order.

JPMS states that no promise of any kind or nature whatsoever was made to it to induce it to enter into this Order and that it has entered into this Order voluntarily.

__Jeffrey M. Lipman__ represents that he is __Senior Vice President__ of JPMS and that, as such, has been authorized by JPMS to enter into this Order for and on behalf of JPMS.

Dated this __12th__ day of __June_____, 2014.

J.P. MORGAN SECURITIES, LLC

By: __/s/_____

Title: __Senior Vice President_____

SUBSCRIBED AND SWORN TO before me this __12th__ day of __June_____, 2014.

[Seal of Notary Public Deborah
Badagliacca Affixed]

_____/s/_____
Notary Public for the state of New York

My Commission Expires: __April 11, 2017_____