

NASD
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 200605696901 - DISTRICT 9 NEW JERSEY

TO: Department of Enforcement
NASD

RE: Joseph W. Seddon, Respondent
General Securities Principal
CRD No. 4394833

Pursuant to Rule 9216 of the NASD Code of Procedure, Joseph W. Seddon (Seddon) submits this Letter of Acceptance, Waiver and Consent (AWC) for the purpose of proposing a settlement of the alleged rule violations described in Part II below. This AWC is submitted on the condition that, if accepted, NASD will not bring any future actions against me alleging violations based on the same factual findings.

I understand that:

1. Submission of this AWC is voluntary and will not resolve this matter unless and until it has been reviewed and accepted by NASD's Department of Enforcement and National Adjudicatory Council (NAC), Review Subcommittee or Office of Disciplinary Affairs (ODA), pursuant to NASD Rule 9216;
2. If this AWC is not accepted, its submission will not be used as evidence to prove any of the allegations against me; and
3. If accepted:
 - a. this AWC will become part of my permanent disciplinary record and may be considered in any future actions brought by NASD or any other regulator against me;
 - b. this AWC will be made available through NASD's public disclosure program in response to public inquiries about my disciplinary record;
 - c. NASD may make a public announcement concerning this agreement and the subject matter thereof in accordance with NASD Rule 8310 and IM-8310-2; and

RECEIVED

JUN 06 2007

NASD
DISTRICT 9-NEW JERSEY

- d. I may not take any action or make or permit to be made any public statement, including in regulatory filings or otherwise, denying, directly or indirectly, any allegation in this AWC or create the impression that the AWC is without factual basis. Nothing in this provision affects my testimonial obligations or right to take legal positions in litigation in which NASD is not a party.

I also understand that my experience in the securities industry and disciplinary history may be factors that will be considered in deciding whether to accept this AWC. That experience and history are as follows:

On May 9, 2001, Seddon first became registered with NASD through a member firm as a General Securities Representative (Series 7). Thereafter, in August 2001, he successfully completed the Uniform Combined State Law Examination (Series 66) and, in May 2004, he became registered as a General Securities Principal (Series 24) with a member firm. From November 2005 to June 2006, Seddon was associated with Multi-Financial Securities Corp. On June 23, 2006, Multi-Financial Securities Corp. filed a Uniform Termination Notice for Securities Industry Registration (Form U5) on behalf of Seddon. Seddon is not presently associated with a member firm and has not previously been the subject of an NASD disciplinary action.

I.

WAIVER OF PROCEDURAL RIGHTS

I specifically and voluntarily waive the following rights granted under NASD's Code of Procedure:

- A. To have a Formal Complaint issued specifying the allegations against me;
- B. To be notified of the Formal Complaint and have the opportunity to answer the allegations in writing;
- C. To defend against the allegations in a disciplinary hearing before a hearing panel, to have a written record of the hearing made and to have a written decision issued; and
- D. To appeal any such decision to the NAC and then to the U.S. Securities and Exchange Commission and a U.S. Court of Appeals.

Further, I specifically and voluntarily waive any right to claim bias or prejudgment of the General Counsel, the NAC, or any member of the NAC, in connection with such person's or body's participation in discussions regarding the terms and conditions of this AWC, or other consideration of this AWC, including acceptance or rejection of this AWC.

I further specifically and voluntarily waive any right to claim that a person violated the ex parte prohibitions of Rule 9143 or the separation of functions prohibitions of Rule 9144, in connection with such person's or body's participation in discussions regarding the terms and conditions of this AWC, or other consideration of this AWC, including its acceptance or rejection.

II.

ACCEPTANCE AND CONSENT

A. I hereby accept and consent, without admitting or denying the findings, and solely for the purposes of this proceeding and any other proceeding brought by or on behalf of NASD, or to which NASD is a party, prior to a hearing and without an adjudication of any issue of law or fact, to the entry of the following findings by NASD:

1. On February 7, 2006, Seddon received a \$10,000 check from a client for the purpose of depositing the funds into a new account. Seddon, however, failed to deposit the check until April 26, 2006. On March 14, 2006 and prior to the check being deposited, Seddon created a false account statement indicating that it had been deposited into a new account. Seddon then sent that false account statement to the client. As a result, Seddon violated NASD Conduct Rule 2110.
2. On September 18, 2006, NASD staff sent a letter to Seddon requesting, pursuant to NASD Procedural Rule 8210, that he provide written information concerning the client's allegation that he had falsified a document. Seddon failed to provide this information. As a result, Seddon violated NASD Procedural Rule 8210 and NASD Conduct Rule 2110.

B. I also consent to the imposition, at a maximum, of the following sanction:

A bar from association with any member of NASD in any capacity.

The sanction imposed herein shall be effective on a date set by NASD staff. Pursuant to IM-8310-2 (f), a bar or expulsion shall become effective upon approval or acceptance of this AWC by the NAC.

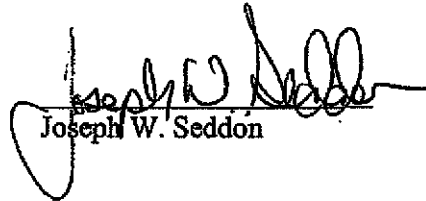
III.

OTHER MATTERS

I understand that if I am barred or suspended from association with any NASD member, I become subject to a statutory disqualification as that term is defined in Section 3(a)(39) of the Securities Exchange Act of 1934, as amended. Accordingly, I may not be associated with any NASD member in any capacity, including clerical or ministerial functions, during the period of the bar or suspension. (See NASD Rule 8310 and IM-8310-1.).

I certify that I have read and understand all of the provisions of this AWC and have been given a full opportunity to ask questions about it, and that no offer, threat, inducement, or promise of any kind, other than the terms set forth herein, has been made to induce me to submit it.

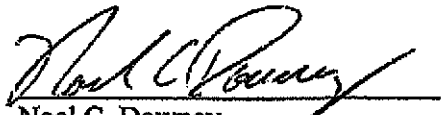
5/31/07
Date


Joseph W. Seddon

Accepted by NASD:

6/21/07
Date

Signed on behalf of the
Director of ODA, by delegated authority


Noel C. Downey
Senior Regional Attorney
NASD Department of Enforcement
581 Main Street - 7th Floor
Woodbridge, NJ 07095
732-596-2042

NASD District Director
Gary K. Liebowitz
NASD, District 9B
581 Main Street - 7th Floor
Woodbridge, NJ 07095
732-596-2025