

**FINANCIAL INDUSTRY REGULATORY AUTHORITY
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 2007008016201**

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REGISTRATION & DISCLOSURE

TO: Department of Enforcement
Financial Industry Regulatory Authority ("FINRA")

RE: Daniel Joseph Roberts, Respondent
Registered Representative
CRD No. 4588649

Pursuant to NASD Rule 9216 of FINRA's Code of Procedure, I, Daniel Joseph Roberts ("Roberts"), submit this Letter of Acceptance, Waiver and Consent ("AWC") for the purpose of proposing a settlement of the alleged rule violations described below. This AWC is submitted on the condition that, if accepted, FINRA will not bring any future actions against me alleging violations based on the same factual findings described herein.

I.

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 FINRA, or to which FINRA 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 FINRA:

BACKGROUND

Roberts entered the securities industry as a General Securities Representative of a FINRA member on December 3, 2002. Between December 3, 2002 and November 26, 2007, he was registered in this capacity with Ameriprise Financial Services, Inc., a FINRA member. Roberts is not currently associated with any FINRA members.

RELEVANT PRIOR DISCIPLINARY HISTORY

Roberts does not have a formal disciplinary history.

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OVERVIEW

Roberts borrowed money from a customer of his firm without prior firm knowledge or approval. Roberts engaged in outside business activities without notifying his firm.

FACTS AND VIOLATIVE CONDUCT

Borrowing from and Lending to Customers

On April 4, 2006, Roberts was employed by Ameriprise Financial Services, Inc. ("Ameriprise") as a registered representative. Ameriprise's written supervisory procedures prohibited its registered representatives from borrowing from or lending to customers of the firm unless the registered representative requested permission in writing and received firm permission in writing prior to the transaction.

On April 4, 2006, Roberts borrowed \$10,000 from JA, an Ameriprise customer, without obtaining written approval in accordance with his firm's written procedures.

This act described above constitutes a violation of NASD Conduct Rules 2370 and 2110.

Outside Business Activity

Ameriprise required that outside business activities be disclosed in writing prior to the commencement of outside business activities.

Between the approximate dates of December 2004 and October 2005, Roberts engaged in a movie production deal with the expectation of compensation without providing prompt notice, written or otherwise, to Ameriprise in any form.

This act described above constitutes a violation of NASD Rules 3030 and 2110.

OTHER FACTORS

B. I also consent to the imposition of the following sanctions:

A suspension for 100 days from association with any FINRA member in any capacity and a \$10,000 fine.

The fine shall be due and payable either immediately upon reassociation with a member firm following the 100 day suspension noted above, or prior to any application or request for relief from any statutory disqualification resulting from this or any other event or proceeding, whichever is earlier.

I specifically and voluntarily waive any right to claim that I am unable to pay, now or at any time hereafter, the monetary sanction imposed in this matter.

I understand that if I am barred or suspended from associating with any FINRA 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 FINRA 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.)

The sanctions imposed herein shall be effective on a date set by FINRA staff.

II.

WAIVER OF PROCEDURAL RIGHTS

I specifically and voluntarily waive the following rights granted under FINRA'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 National Adjudicatory Council ("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 NASD Rule 9143 or the separation of functions prohibitions of NASD 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.

III.

OTHER MATTERS

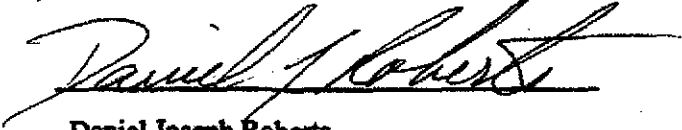
I understand that:

- A. Submission of this AWC is voluntary and will not resolve this matter unless and until it has been reviewed and accepted by the NAC, a Review Subcommittee of the NAC, or the Office of Disciplinary Affairs ("ODA"), pursuant to NASD Rule 9216;
- B. If this AWC is not accepted, its submission will not be used as evidence to prove any of the allegations against me; and
- C. If accepted:
 - 1. this AWC will become part of my permanent disciplinary record and may be considered in any future actions brought by FINRA or any other regulator against me;
 - 2. this AWC will be made available through FINRA's public disclosure program in response to public inquiries about my disciplinary record;
 - 3. FINRA may make a public announcement concerning this agreement and the subject matter thereof in accordance with NASD Rule 8310 and IM-8310-3; and
 - 4. 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 finding in this AWC or create the impression that the AWC is without factual basis. I may not take any position in any proceeding brought by or on behalf of FINRA, or to which FINRA is a party, that is inconsistent with any part of this AWC. Nothing in this provision affects my right to take legal or factual positions in litigation or other legal proceedings in which FINRA is not a party.
- D. I may attach a Corrective Action Statement to this AWC that is a statement of demonstrable corrective steps taken to prevent future misconduct. I understand

that I may not deny the charges or make any statement that is inconsistent with the AWC in this Statement. This Statement does not constitute factual or legal findings by FINRA, nor does it reflect the views of FINRA or its staff.

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; that I have agreed to its provisions voluntarily; and that no offer, threat, inducement, or promise of any kind, other than the terms set forth herein and the prospect of avoiding the issuance of a Complaint, has been made to induce me to submit it.

11/12/08
Date


Daniel Joseph Roberts

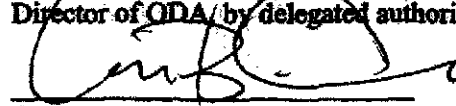
Reviewed by:

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Accepted by FINRA:

12.5.08
Date

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


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