

**FINANCIAL INDUSTRY REGULATORY AUTHORITY
OFFICE OF HEARING OFFICERS**

Department of Enforcement,

Complainant,

v.

Jon D. Gornbein,
CRD No.4177639,

Respondent.

Disciplinary Proceeding
No. 2007008641101

Hearing Officer Andrew H. Perkins

**ORDER ACCEPTING OFFER OF
SETTLEMENT**

Date: February 3, 2009

INTRODUCTION

Disciplinary Proceeding No.20070086411 was filed on November 24, 2008, by the Department of Enforcement of the Financial Industry Regulatory Authority (FINRA) (Complainant).

Respondent Jon D. Gornbein (Respondent/Gornbein) submitted an Offer of Settlement (Offer) to Complainant on January 16, 2009. Pursuant to FINRA Rule 9270(e), the Complainant and the National Adjudicatory Council (NAC), a Review Subcommittee of the NAC, or the Office of Disciplinary Affairs (ODA) have accepted the uncontested Offer. Accordingly, this Order now is issued pursuant to FINRA Rule 9270(e)(3). The findings, conclusions and sanctions set forth in this Order are those stated in the Offer as accepted by the Complainant and approved by the NAC.

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Under the terms of the Offer, Respondent has consented, without admitting or denying the allegations of the Complaint, 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, to the entry of findings and violations consistent with the allegations of the Complaint, and to the imposition of the sanctions set forth below, and fully understands that this Order will become part of Respondent's permanent disciplinary record and may be considered in any future actions brought by FINRA.

BACKGROUND

Between December 2005 and March 2007, Gornbein was registered as a General Securities Representative with AIG Financial Advisors, Inc., a member of FINRA. According to the Form U5 filed by AIG, Gornbein was terminated on March 28, 2007 for engaging in discretionary trading in violation of the firm's policies and procedures. Gornbein therefore is subject to the jurisdiction of FINRA, pursuant to Article V, Section 4 of FINRA's By-Laws.

FINDINGS AND CONCLUSIONS

It has been determined that the Offer be accepted and that findings be made as follows:

1. On or about June 22, 2007, FINRA staff sent Gornbein a letter requesting that he provide certain information, pursuant to and in accordance with the provisions of NASD Procedural Rule 8210. That request for information was sent by first class and certified mail to Gornbein's CRD address. The first class letter was never returned, while the certified letter was delivered. The United States Postal return receipt card contains Gornbein's signature. Gornbein, however, never provided a response to the request.

2. On or about July 17, 2007, FINRA staff sent Gornbein a letter requesting that he provide certain information, pursuant to and in accordance with the provisions of NASD Procedural Rule 8210. That request for information was sent by first class and certified mail to Gornbein's CRD address. The first class letter was never returned, while the certified letter was delivered. The United States Postal return receipt card contains Gornbein's signature. Gornbein, however, never provided a response to the request.

3. The acts, practices and conduct described above constitute separate and distinct violations of NASD Conduct Rule 2110 and Procedural Rule 8210 by Gornbein.

Based on the foregoing, Respondent violated NASD Conduct Rule 2110 and Procedural Rule 8210.

Based on these considerations, the sanctions hereby imposed by the acceptance of the Offer are in the public interest, are sufficiently remedial to deter Respondent from any future misconduct, and represent a proper discharge by FINRA, of its regulatory responsibility under the Securities Exchange Act of 1934.

SANCTIONS

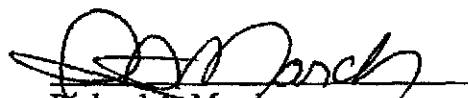
It is ordered that Respondent be barred from association with any FINRA Member in any capacity.

The sanctions imposed herein shall be effective on a date set by FINRA staff. Pursuant to FINRA Rule 8313(e), a bar or expulsion shall become effective upon approval or acceptance of this Order.

SO ORDERED.

FINRA

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

A handwritten signature in black ink, appearing to read "Richard A. March", is written over a horizontal line.

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