

FINANCIAL INDUSTRY REGULATORY AUTHORITY

OFFICE OF HEARING OFFICERS

DEPARTMENT OF ENFORCEMENT,

COMPLAINANT,

v.

EUN HEE CHOI (CRD No. 4464366),

RESPONDENT.

DISCIPLINARY PROCEEDING
No. 20080121588

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REGISTRATION & DISCLOSURE

COMPLAINT

The Department of Enforcement alleges:

SUMMARY

1. This matter involves Respondent Eun Hee Choi's conversion of \$444.00 cash from a customer of her member firm, MetLife Securities, Inc. (BD No. 14251) ("MetLife").
2. By engaging in the conduct summarized above and more particularly described below, Choi violated NASD Conduct Rule 2110.

JURISDICTION

4. From October 24, 2001 through January 8, 2008, Choi was registered with MetLife as an Investment Company and Variable Contracts Products Representative.
5. On January 8, 2008, MetLife filed a Uniform Termination Notice for Securities Industry Registration (Form U5) for Choi. Choi has not been associated with any FINRA member firm since that date.

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6. Choi remains subject to the jurisdiction of FINRA, pursuant to Article V, Section 4 of FINRA's By-Laws.

SOLE CAUSE OF ACTION
(Conversion of customer funds)
Violation of NASD Conduct Rule 2110

7. Paragraphs 1 through 6 of this Complaint are re-alleged and incorporated herein by reference.
8. On August 14, 2007, Choi accepted payment of \$444.00 in cash from YM, a MetLife customer, with instruction to make payment towards YM's life insurance policy held at MetLife.
9. This insurance policy is not a security and therefore, the funds intended to be used to purchase this insurance policy are non-securities related.
10. Choi did not use the funds received to pay for the insurance policy as instructed. Instead, Choi misappropriated the funds for her personal use.
11. Without YM's knowledge, consent, or authorization, Choi engaged in the above acts and thereby converted non-securities funds totaling \$444.00 from YM.
12. By reason of the foregoing, Choi violated NASD Conduct Rule 2110.

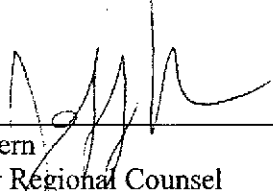
RELIEF REQUESTED

WHEREFORE, Complainant respectfully requests that the Panel:

- A. order that one or more of the sanctions provided under NASD Rule 8310(a) be imposed;
- B. order that Choi bear such costs of proceeding as are deemed fair and appropriate under the circumstances in accordance with NASD Rule 8330.

FINRA DEPARTMENT OF ENFORCEMENT

Date: December 22, 2008



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