

FINANCIAL INDUSTRY REGULATORY AUTHORITY
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 20090198033-02

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

RE: David S. Isolano, Respondent
General Securities Representative
CRD No. 2504880

Pursuant to FINRA Rule 9216 of FINRA's Code of Procedure, David S. Isolano ("Isolano" or "Respondent") submits 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 Respondent alleging violations based on the same factual findings described herein.

I.

ACCEPTANCE AND CONSENT

- A. Respondent hereby accepts and consents, 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

On July 5, 1994, Respondent first became registered with FINRA as a General Securities Representative. Since that time, Respondent has been associated with four member firms, including his most recent employer Max International Broker/Dealer Corp. ("MAXI"), which he joined on July 17, 1999. Respondent was MAXI's Chief Executive Officer and sole shareholder. MAXI filed a Form BDW on or about July 17, 2012, and its FINRA registration was suspended on or about July 26, 2012 for failure to make arbitration payments.

DISCIPLINARY HISTORY

On December 10, 2010, an AWC became final wherein Isolano was censured and fined \$40,000 for violations of Section 10(b) of the Securities Exchange Act of 1934 and Rule 10b-5 thereunder, and NASD Rules 2110, 2120, 2440 and 3010. In connection with this AWC, Isolano was also suspended from association with any FINRA member in any capacity for five months and suspended from association with any FINRA member in any principal capacity for one month.

On February 8, 2011, Isolano's FINRA membership was revoked for failure to pay the \$40,000 fine in connection with the December 10, 2010, AWC, discussed in the preceding paragraph.

FACTS AND VIOLATIVE CONDUCT

On March 27, 2012, the staff of the Fixed Income Investigations Section of FINRA's Department of Market Regulation sent a letter to Isolano pursuant to FINRA Rule 8210 requesting that he appear for investigative on-the-record testimony on April 18, 2012, concerning an investigation into certain fixed income transactions executed at MAXI. The markups in these transactions ranged from 6.8% to 15.6%. Isolano acknowledged receipt of the request and agreed to appear for testimony. On April 18, 2012, Isolano, without justification or excuse, failed to appear for testimony. Such an act constitutes a violation of FINRA Rules 8210 and 2010.

B. Respondent also consents to the imposition of the following sanction:

- A bar from association with any FINRA member in any capacity.

Respondent understands that if he is barred from associating with any FINRA member, he becomes 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, Respondent may not be associated with any FINRA member in any capacity, including clerical or ministerial functions, during the period of the bar.

The sanction 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 AWC.

II.

WAIVER OF PROCEDURAL RIGHTS

Respondent specifically and voluntarily waives the following rights granted under FINRA's Code of Procedure:

- A. To have a Complaint issued specifying the allegations against Respondent;
- B. To be notified of the 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, Respondent specifically and voluntarily waives 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.

Respondent further specifically and voluntarily waives any right to claim that a person violated the ex parte prohibitions of FINRA Rule 9143 or the separation of functions prohibitions of FINRA 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

Respondent understands 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 FINRA Rule 9216;
- B. If this AWC is not accepted, its submission will not be used as evidence to prove any of the allegations against Respondent; and

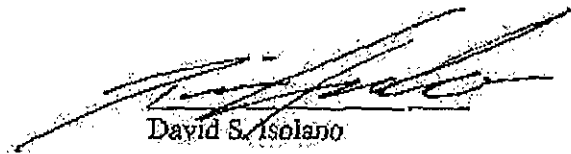
C. If accepted:

1. this AWC will become part of Respondent's permanent disciplinary record and may be considered in any future actions brought by FINRA or any other regulator against Respondent;
2. this AWC will be made available through FINRA's public disclosure program in response to public inquiries about Respondent's disciplinary record;
3. FINRA may make a public announcement concerning this agreement and the subject matter thereof in accordance with FINRA Rule 8313; and
4. Respondent 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. Respondent 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 Respondent's right to take legal or factual positions in litigation or other legal proceedings in which FINRA is not a party.

Respondent certifies that he has read and understands all of the provisions of this AWC and has been given a full opportunity to ask questions about it; that Respondent has 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.

10/16/12
Date

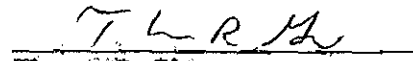
Respondent


David S. Isolano

Accepted by FINRA:

11/6/12
Date

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


Thomas R. Gira
Executive Vice President
Department of Market Regulation