

FINANCIAL INDUSTRY REGULATORY AUTHORITY
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 20110285104-01

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

RE: Bishop, Rosen & Co., Inc., Respondent
Broker-Dealer
CRD No. 1248

Pursuant to FINRA Rule 9216 of FINRA's Code of Procedure, Bishop, Rosen & Co., Inc. (the "firm") 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 the firm alleging violations based on the same factual findings described herein.

I.

ACCEPTANCE AND CONSENT

- A. The firm 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

The firm has been a member of FINRA since August 26, 1970, and its registration remains in effect.

RELEVANT DISCIPLINARY HISTORY

The firm has no relevant disciplinary history.

FACTS AND VIOLATIVE CONDUCT

In Market Regulation Review No. 20110285104, FINRA's Fixed Income Investigations Team (the "staff") reviewed the firm's compliance with Municipal Securities Rulemaking Board ("MSRB") rules concerning fair pricing of municipal securities transactions from January 1, 2011 through March 31, 2011 (the "1Q2011 Review Period").

In Market Regulation Review No. 20120318838, the staff reviewed the firm's compliance with MSRB rules concerning fair pricing of municipal securities transactions from October 1, 2011 through December 31, 2011 (the "4Q2011 Review Period").

In connection with Review No. 20110285104,

1. During the 1Q2011 Review Period, in twelve transactions, the firm purchased municipal securities for its own account from a customer and/or sold municipal securities for its own account to a customer at an aggregate price (including any mark-down or mark-up) that was not fair and reasonable, taking into consideration all relevant factors, including the best judgment of the broker, dealer or municipal securities dealer as to the fair market value of the securities at the time of the transaction and of any securities exchanged or traded in connection with the transaction, the expense involved in effecting the transaction, the fact that the broker, dealer, or municipal securities dealer is entitled to a profit, and the total dollar amount of the transaction. The transactions are identified on Exhibit A which is attached. The conduct described in this paragraph constitutes separate and distinct violations of MSRB Rules G-17 and G-30.

In connection with Review No. 20120318838,

2. During the 4Q2011 Review Period, in four transactions, the firm purchased municipal securities for its own account from a customer and/or sold municipal securities for its own account to a customer at an aggregate price (including any mark-down or mark-up) that was not fair and reasonable, taking into consideration all relevant factors, including the best judgment of the broker, dealer or municipal securities dealer as to the fair market value of the securities at the time of the transaction and of any securities exchanged or traded in connection with the transaction, the expense involved in effecting the transaction, the fact that the broker, dealer, or municipal securities dealer is entitled to a profit, and the total dollar amount of the transaction. The transactions are identified on Exhibit B which is attached. The conduct described in this paragraph constitutes separate and distinct violations of MSRB Rules G-17 and G-30.

In connection with both Review Nos. 20110285104 and 20120318838,

3. The firm's supervisory system did not provide for supervision reasonably designed to achieve compliance with respect to the applicable securities laws and regulations, and MSRB rules, concerning fair pricing of municipal securities. Specifically, the firm's supervisory system did not include written supervisory procedures providing for a sufficient statement of the supervisory step(s) to be taken by the identified person(s) responsible for supervision with respect to the applicable rules. The conduct described in this paragraph constitutes a violation of MSRB Rule G-27.

B. The firm also consents to the imposition of the following sanctions:

A censure, a fine of \$32,500 (consisting of \$20,000 for the MSRB Rule G-17 and G-30 violations in Review No. 20110285104, \$5,000 for the MSRB Rule G-17 and G-30 violations in Review No. 20120318838, and \$7,500 for the MSRB Rule G-27 violations from the combined above two reviews), restitution by Respondent to the customers listed on Exhibits A-B which are attached, in the total amount of \$7,613.14, plus interest at the rate set forth in Section 6621(a) of the Internal Revenue Code, 26 U.S.C. 6621(a)(2), from the date of the violative conduct until the date this AWC is accepted by the National Adjudicatory Council ("NAC"), and an undertaking to revise the firm's written supervisory procedures with respect to the areas described above in paragraph 3.

A registered principal of the firm shall submit satisfactory proof of payment of the restitution, or of reasonable and documented efforts undertaken to effect restitution, to the COMPLIANCE ASSISTANT, LEGAL SECTION, MARKET REGULATION DEPARTMENT, 9509 KEY WEST AVENUE, ROCKVILLE, MD 20850 or in an e-mail from a work-related account of the registered principal to MarketRegulationComp@finra.org, no later than 120 days after acceptance of this AWC. If for any reason, Respondent cannot locate any customer after reasonable and documented efforts within such period, or such additional period agreed to by the staff, Respondent shall forward any undistributed restitution and interest to the appropriate escheat, unclaimed-property or abandoned-property fund for the state in which the customer is known to have last resided.

In addition, within 30 business days of acceptance of this AWC by the NAC, a registered principal of the Respondent shall submit to the COMPLIANCE ASSISTANT, LEGAL SECTION, MARKET REGULATION DEPARTMENT, 9509 KEY WEST AVENUE, ROCKVILLE, MD 20850, a signed, dated letter, or an e-mail from a work-related account of the registered principal to MarketRegulationComp@finra.org, providing the following

information: (1) a reference to this matter; (2) a representation that the firm has revised its written supervisory procedures to address the deficiencies described in paragraph 3 above; and, (3) the date the revised procedures were implemented.

The firm agrees to pay the monetary sanction(s) upon notice that this AWC has been accepted and that such payment(s) are due and payable. It has submitted an Election of Payment form showing the method by which it proposes to pay the fine imposed.

The firm specifically and voluntarily waives any right to claim that it is unable to pay, now or at any time hereafter, the monetary sanction(s) imposed in this matter.

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

II.

WAIVER OF PROCEDURAL RIGHTS

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

- A. To have a Complaint issued specifying the allegations against the firm;
- 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, the firm 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.

The firm 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

The firm 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 the firm; and
- C. If accepted:
 - 1. this AWC will become part of the firm’s permanent disciplinary record and may be considered in any future actions brought by FINRA or any other regulator against the firm;
 - 2. this AWC will be made available through FINRA’s public disclosure program in response to public inquiries about the firm’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. The firm 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. The firm 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 the firm’s: (i) testimonial obligations; or (ii) right to take legal or factual positions in litigation or other legal proceedings in which FINRA is not a party.
- D. The firm may attach a Corrective Action Statement to this AWC that is a statement of demonstrable corrective steps taken to prevent future misconduct. The firm understands that it 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.

The undersigned, on behalf of the firm, certifies that a person duly authorized to act on its behalf has read and understands all of the provisions of this AWC and has been given a full opportunity to ask questions about it; that it has agreed to the AWC's 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 the firm to submit it.

Date

4/25/13

Respondent

Bishop, Rosen & Co., Inc.

By:

Name: ISAAC SCHLESINGER

Title:

VP.

Reviewed by:

Attorney Name

Counsel for Respondent

Firm Name

Address

City/State/Zip

Phone Number

Accepted by FINRA:

Date

5/10/13

Signed on behalf of the

Director of ODA, by delegated authority

Thomas R. Gira

Executive Vice President

Department of Market Regulation

Exhibit A

* Contra parties are identified as follows: B-D (S) indicates another Broker-Dealer selling to the firm; B-D (B) indicates another Broker-Dealer buying from the firm; C (S) indicates a customer selling to the firm; and C (B) indicates a customer buying from the firm.

Bishop, Rosen and Co., Inc. ("BISH")
Matter 20120318838: Review Period Oct. 1, 2011 - Dec. 31, 2011

Exhibit B

Item No.	Date	CUSIP	Issue	Contra 1*	Trade 1 Quantity	Trade 1 Time	Trade 1 Price	Firm	Contra 2*	Trade 2 Quantity	Trade 2 Time	Trade 2 Price	MU	Restitution
1	10/17/2011	745220EV1	Puerto Rico Commonwealth Capital Appreciation Series A Zero Cpn	B-D (S)	100,000	12:29:25	11.301	BISH	C (B)	100,000	12:29:25	12.101	7.08%	\$ 234.95
2	10/17/2011	745220EV1	Puerto Rico Commonwealth Capital Appreciation Series A Zero Cpn	B-D (S)	100,000	12:35:57	11.301	BISH	C (B)	100,000	12:35:57	12.101	7.08%	\$ 234.95
3	12/20/2011	745220EW9	Puerto Rico Commonwealth Capital Appreciation Series A Zero Cpn	B-D (S)	100,000	12:57:38	11.299	BISH	C (B)	100,000	12:57:38	12.099	7.08%	\$ 235.05
4	11/01/2011	74529JAP0	Puerto Rico Commonwealth Sales Tax Financing Capital Appreciation Series A Zero Cpn	B-D (S)	200,000	11:51:22	6.916	BISH	C (B)	200,000	11:51:22	7.716	11.57%	\$ 908.40
Total Restitution														\$ 1,613.35
Contra parties are identified as follows: B-D (S) indicates another Broker-Dealer selling to the firm; B-D (B) indicates another Broker-Dealer buying from the firm; C (S) indicates a customer selling to the firm; and C (B) indicates a customer buying from the firm.														