

**FINANCIAL INDUSTRY REGULATORY AUTHORITY
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 20120334774-01**

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

RE: Canaccord Genuity Inc., Respondent
Broker-Dealer
CRD No. 1020

Pursuant to FINRA Rule 9216 of FINRA's Code of Procedure, Canaccord Genuity Inc. (the "firm," "Canaccord Genuity," 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

Canaccord Genuity has been a member of FINRA since April 3, 1946. Its registration remains in effect. The conduct described in this AWC with regard to Matter No. 20120334774 occurred at Collins Stewart LLC. (CRD No. 24790) ("Collins Stewart"). Collins Stewart became a FINRA member on July 28, 1989. In March 2012, Canaccord Genuity and Collins Stewart came under common ownership and Collins Stewart's operations subsequently were merged with Canaccord Genuity. Collins Stewart filed a Form BDW and its FINRA registration was terminated on November 28, 2012. The conduct described in this AWC with regard to Matter Nos. 20120348721 and 20130359872 occurred at Canaccord Genuity.

RELEVANT DISCIPLINARY HISTORY

On March 22, 2012, FINRA accepted Canaccord Genuity's AWC (Matter No. 20090170045) in which the firm was censured and fined a total of \$40,000, including \$15,000 for late trade reporting in violation of NASD Rule 4632 and FINRA Rule 6380A during 4Q08 and 1Q10.

SUMMARY

In connection with Matter No 20120334774, the Department of Market Regulation reviewed Collins Stewart's compliance with FINRA Rule 6460 during the period of January 1, 2012 through March 31, 2012 ("the 1Q12 Review Period").

In connection with Matter No. 20120348721, the Department of Market Regulation reviewed Canaccord Genuity's compliance with Rule 611 of Regulation NMS during the period of July 1, 2012 through September 30, 2012 (the "3Q12 Review Period").

In connection with Matter No. 20130359872, the Department of Market Regulation reviewed Canaccord Genuity's compliance with FINRA Rule 6460 during the period of October 1, 2012 through December 31, 2012 ("the 4Q12 Review Period").

FACTS AND VIOLATIVE CONDUCT

Matter No. 20120334774

1. During the 1Q12 Review Period, Collins Stewart failed to publish immediately a bid or offer that reflected the price and the full size of 12 customer limit orders for OTC Equity Securities held by Collins Stewart that were at a price that would have improved the bid or offer of Collins Stewart in such securities. The conduct described in this paragraph constitutes separate and distinct violations of FINRA Rule 6460.

Matter No. 20120348721

2. During the 3Q12 Review Period, Canaccord Genuity failed to establish, maintain, and enforce written policies and procedures that were reasonably designed to prevent trade-throughs of protected quotations in NMS stocks that do not fall within any applicable exception, and if relying on an exception, were reasonably designed to assure compliance with the terms of the exception. The conduct described in this paragraph constitutes a violation of Rule 611(a) of Regulation NMS.
3. During the 3Q12 Review Period, the firm, in 22 instances, inaccurately appended modifiers to transaction reports submitted to the FINRA/NASDAQ Trade Reporting Facility identifying such transactions as qualifying for an exception or exemption from Rule 611 of Regulation NMS. The conduct described in this paragraph constitutes separate and distinct violations of FINRA Rules 6380A(a)(5)(I) and (J).

Matter No. 20130359872

4. During the 4Q2012 Review Period, the firm failed to publish immediately a bid or offer that reflected the price and the full size of nine customer limit orders for OTC Equity Securities held by the firm that were at a price that would have improved the bid or offer of the firm in such securities. The conduct described in this paragraph constitutes separate and distinct violations of FINRA Rule 6460.
5. During the 4Q12 Review Period, the firm's supervisory system did not provide for supervision reasonably designed to achieve compliance with FINRA Rule 6460. At a minimum, adequate written supervisory procedures addressing quality of markets topics should describe the following:
 - (a) specific identification of the individual(s) responsible for supervision;
 - (b) the supervisory steps and reviews to be taken by the appropriate supervisor;
 - (c) the frequency of such reviews; and
 - (d) how such reviews shall be documented.

The firm's written supervisory procedures failed to provide for the four above-cited minimum requirements for adequate written supervisory procedures concerning FINRA Rule 6460. The conduct described in this paragraph constitutes violations of FINRA Rule 2010 and NASD Rule 3010.

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

- 1) Censure;
- 2) A fine of \$50,000 (consisting of \$7,500 for Matter No. 20120334774, \$10,000 for Rule 611 violations in Matter No. 20120348721, \$15,000 for trade reporting violations in Matter No. 20120348721, \$12,500 for FINRA Rule 6460 violations in Matter No. 20130359872, and \$5,000 for supervision violations in Matter No. 20130359872); and
- 3) An undertaking to revise the firm's written supervisory procedures with respect to the areas described in paragraph I.A.5 above. Within 30 business days of acceptance of this AWC by the National Adjudicatory Council ("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 I.A.5; and, (3) the date the revised procedures were implemented.

Respondent 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.

Respondent 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

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 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, Respondent specifically and voluntarily waives any right to claim bias or prejudgment of the Chief Legal Officer, 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 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 accordance with FINRA Rule 8313;
 - 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 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. Respondent 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.

Dec. 9, 2014

Date

Respondent

Canaccord Genuity Inc.

By: Howard Green

Name: Howard Green

Title: SMD

Reviewed by:

[Signature]
Counsel for Respondent

Accepted by FINRA:

January 6, 2015
Date

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

[Signature]
James J. Nixon
Chief Litigation Counsel
FINRA Department of Market Regulation