

**FINANCIAL INDUSTRY REGULATORY AUTHORITY
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 20120334933-01**

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

RE: C & Co/Princeridge LLC, Respondent
Broker-Dealer
CRD No. 149758

Pursuant to FINRA Rule 9216 of FINRA's Code of Procedure, C & Co/Princeridge LLC (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 June 18, 2009, and its registration remains in effect.

RELEVANT DISCIPLINARY HISTORY

On May 18, 2012, FINRA accepted an AWC from the firm in which the firm was censured and fined \$10,000 for reporting to the Trade Reporting and Compliance Engine ("TRACE") 247 inter-dealer trades as customer trades during the period from November 23, 2009 through May 20, 2011 in violation of FINRA Rule 6730.

On December 9, 2011, FINRA accepted an AWC from the firm in which the firm was, among other things, censured and fined \$8,500 for reporting an incorrect time of execution to TRACE for 103 transactions, and failing to report the 103 transactions to TRACE within 15 minutes of the time of execution during the period from January 1, 2010 through March 31, 2010, in violation of FINRA Rules 6730 and 2010.

FACTS AND VIOLATIVE CONDUCT

In Matter No. 20120334933, the staff of the Municipal Bonds Team of the Market Regulation Department reviewed the firm's compliance with the reporting requirements of Municipal Securities Rulemaking Board ("MSRB") Rule G-14 during the period from April 1, 2012 through June 30, 2012.

In Matter No. 20120345418, the staff of the TRACE Agency/Corporate Bond Team of the Market Regulation Department reviewed the firm's compliance with the TRACE reporting requirements during the period from July 1, 2012 through September 30, 2012.

In connection with Matter No. 20120334933:

1. During the period reviewed, in 54 instances, the firm improperly reported information to the Real-time Transaction Reporting System ("RTRS") that it should not have. Specifically, the firm improperly reported 54 purchase and sale transaction effected in municipal securities to the RTRS, when the inter-dealer deliveries were "step outs" and thus, were not inter-dealer transactions reportable to the RTRS. These 54 transaction reports represented approximately 11 percent of the firm's total step out submissions during the period reviewed. The conduct described in this paragraph constitutes separate and distinct violations of MSRB Rule G-14.
2. During the period reviewed, the firm's supervisory system did not provide for supervision reasonably designed to achieve compliance with respect to MSRB Rule G-14 and the reporting of accurate destination codes. Specifically, the firm's supervisory system did not include written supervisory procedures providing for: (1) a statement of the supervisory step(s) to be taken by the responsible supervisor(s); (2) a statement as to how often such person(s) should take such step(s); and (3) a statement as to how the completion of the step(s) included in the written supervisory procedures should be documented. The conduct described in this paragraph constitutes a violation of MSRB Rules G-17 and G-27.

In connection with Matter No. 20120345418:

3. During the period reviewed, the firm failed to report to TRACE 51 transactions in TRACE-eligible Securitized Products within the time required by FINRA Rule 6730. These 51 transactions represented approximately four percent of the total number of transactions in TRACE-eligible Securitized Products that the firm should have reported to TRACE during the period reviewed. The conduct described in this paragraph constitutes separate and distinct violations of FINRA Rule 6730 and a pattern or practice of late reporting without exceptional circumstances in violation of FINRA Rule 2010.

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

A censure, a fine in the amount of \$22,500 (consisting of a fine of \$5,000 for violation of MSRB Rule G-14, \$5,000 for violation of MSRB Rules G-17 and G-27, and \$12,500 for violation of FINRA Rules 6730 and 2010), and an undertaking to revise the firm's written supervisory procedures with respect to the areas described in paragraph I.A.2. 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 this paragraph ; and, (3) the date the revised procedures were implemented.

The firm agrees to pay the monetary sanction upon notice that this AWC has been accepted and that such payment is 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 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 National Adjudicatory Council ("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.

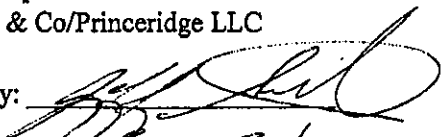
FINRA

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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.

10/18/2013
Date

Respondent
C & Co/Princeridge LLC

By: 
Name: Jeff Silber
Title: General Counsel

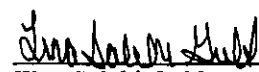
Reviewed by:


Bob E. Lehman, Esq.
Counsel for Respondent
Lehman & Eilen
50 Charles Lindbergh Boulevard
Uniondale, New York 11553
(516) 222-0888

Accepted by FINRA:

11/14/13
Date

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


Tina Salehi Gubb
Chief Counsel
Department of Market Regulation