

**FINANCIAL INDUSTRY REGULATORY AUTHORITY
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 20120348364**

**TO: Department of Enforcement
Financial Industry Regulatory Authority ("FINRA")**

**RE: Cory Ward Taylor, Respondent
Registered Representative
CRD No. 4397111**

Pursuant to FINRA Rule 9216 of FINRA's Code of Procedure, I submit 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 me alleging violations based on the same factual findings described herein.

I.

ACCEPTANCE AND CONSENT

- A. I hereby accept and consent, 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

Cory Ward Taylor ("Taylor") has been associated with FINRA member Ameriprise Financial Services, Inc. since on or about May 7, 2001 and has been registered as a General Securities Representative since July 12, 2004.

RELEVANT DISCIPLINARY HISTORY

Taylor has no relevant disciplinary history.

OVERVIEW

Taylor purchased Facebook stock on the day of the IPO in 54 accounts for 44 different account groups, and improperly exercised discretion without written authorization in connection with 30 account groups. He also engaged in unauthorized trading in connection with six accounts.

FACTS AND VIOLATIVE CONDUCT

On May 18, 2012, Taylor purchased Facebook stock in 54 accounts involving 44 client groups, *i.e.*, clients who had multiple accounts. Taylor spoke with 30 of the clients prior to each trade and they agreed to purchase Facebook securities; however, he did not call the clients on the day of the trade to reconfirm the trades prior to execution. Taylor did not have prior written authorization to exercise discretion in these accounts, and these accounts were not accepted as discretionary accounts by Ameriprise. Therefore, Taylor violated NASD Rule 2510 and FINRA Rule 2010.

With respect to six (6) accounts, Taylor did not receive any prior authorization from the customers to purchase the Facebook stock. Taylor's conduct amounted to unauthorized trading, in contravention of just and equitable principles of trade and in violation of FINRA Rule 2010.

After investigating these transactions, Ameriprise offered rescission to the affected customers. Five of the six customers who did not give Taylor authorization to purchase Facebook stock elected to rescind the Facebook transactions. Two customers who gave Taylor oral discretion to purchase Facebook securities also elected to rescind the Facebook transactions. Ameriprise held Taylor responsible for the costs of those rescissions, in the total amount of \$23,112, which Taylor paid.

B. I also consent to the imposition of the following sanctions:

A six (6) week suspension from associating with any FINRA registered firm in any capacity and a fine of \$15,000.¹

I agree to pay the monetary sanction(s) upon notice that this AWC has been accepted and that such payment(s) are due and payable. I have submitted an Election of Payment form showing the method by which I propose to pay the fine imposed.

I specifically and voluntarily waive any right to claim that I am unable to pay, now or at any time hereafter, the monetary sanction(s) imposed in this matter.

I understand that if I am barred or suspended from associating with any FINRA member, I become subject to a statutory disqualification as that term is defined in Article III, Section 4 of FINRA's By-Laws, incorporating Section 3(a)(39) of the

¹ In imposing this sanction, FINRA considered that on November 14, 2012, Ameriprise issued a Letter of Reprimand to Taylor that included a \$10,000.00 fine, which Taylor paid, and a Corrective Action Plan for Taylor's failure to follow firm policy, to which Taylor agreed.

Securities Exchange Act of 1934. Accordingly, I may not be associated with any FINRA member in any capacity, including clerical or ministerial functions, during the period of the bar or suspension (see FINRA Rules 8310 and 8311).

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

II.

WAIVER OF PROCEDURAL RIGHTS

I specifically and voluntarily waive the following rights granted under FINRA's Code of Procedure:

- A. To have a Complaint issued specifying the allegations against me;
- 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, I specifically and voluntarily waive 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.

I further specifically and voluntarily waive 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

I understand 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 me; and

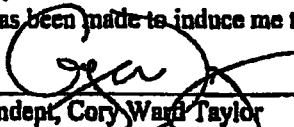
C. If accepted:

1. this AWC will become part of my permanent disciplinary record and may be considered in any future actions brought by FINRA or any other regulator against me;
2. this AWC will be made available through FINRA's public disclosure program in response to public inquiries about my 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. I 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. I 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 my: (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.

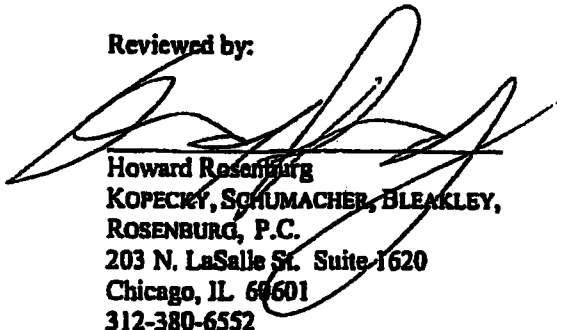
D. I may attach a Corrective Action Statement to this AWC that is a statement of demonstrable corrective steps taken to prevent future misconduct. I understand that I may not deny the charges or make any statement that is inconsistent with the AWC in this Statement. This Statement does not constitute factual or legal findings by FINRA, nor does it reflect the views of FINRA or its staff.

I certify that I have read and understand all of the provisions of this AWC and have been given a full opportunity to ask questions about it; that I have 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.

01-22-2014
Date (mm/dd/yyyy)


Respondent, Cory Ward Taylor

Reviewed by:



Howard Rosenberg
KOPECKY, SCHUMACHER, BLEAKLEY,
ROSENBERG, P.C.
203 N. LaSalle St. Suite 1620
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312-380-6552
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Accepted by FINRA:

2/6/14
Date

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



Miki Vucic Tesija
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