

**FINANCIAL INDUSTRY REGULATORY AUTHORITY
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 2013035695502**

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

RE: Jun Rong Chen, Respondent
General Securities Representative
CRD No. 2882820

Pursuant to FINRA Rule 9216 of FINRA's Code of Procedure, I, Jun Rong Chen, 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

Jun Rong Chen ("Chen" or "Respondent") entered the securities industry on April 7, 1997 when he became associated with a FINRA-member firm as an investment company and variable contracts products representative. On February 8, 2002, Chen was terminated for violating company policies and procedures. From March 20, 2002 to September 23, 2003, Chen was associated with another FINRA-member firm as a general securities representative. On October 23, 2003, Chen became associated with NYLIFE Securities, LLC (the "Firm"), as a variable contracts products representative, and also became dually associated with the Firm's affiliate insurance company (the "Insurance Company") as an insurance agent.

On April 19, 2013, the Firm filed a Form U5 reporting that on March 22, 2013, Chen was permitted to resign after the Firm reviewed his business practices to determine whether any fraudulent activity or false information had been provided for traditional life policies written by him and identified a number of significant

concerns.

Pursuant to Article V, Section 4 of FINRA's By-Laws, FINRA retains jurisdiction over Chen until at least June 11, 2015.

RELEVANT DISCIPLINARY HISTORY

None.

OVERVIEW

Chen failed to appear and provide testimony to FINRA in violation of FINRA Rules 8210 and 2010.

FACTS AND VIOLATIVE CONDUCT

FINRA Rule 8210(a) states, in pertinent part:

For the purpose of an investigation, complaint, examination or proceeding authorized by the FINRA By-Laws or rules, an Adjudicator or FINRA Staff shall have the right to: (1) require a member, person associated with a member, or person subject to FINRA's jurisdiction to provide information orally, in writing, or electronically...

By letter dated January 23, 2014, FINRA requested, pursuant to FINRA Rule 8210, that Chen appear and provide testimony on February 25, 2014. Enforcement endeavored to question Chen pertaining to allegations that he: (1) provided incorrect phone numbers for Insurance Company customers on traditional life insurance applications; (2) used an address in his control to receive certain Insurance Company customers' mail; (3) used checks from his approved outside business activity to pay the insurance premiums for Insurance Company customers' policies without there being identifiable familial relationships; (4) personally purchased money orders to fund insurance policies for Insurance Company customers; (5) knowingly submitted inaccurate change of ownership and beneficiary forms that indicated that there was a relationship between the insured and the new policy owners and beneficiaries; and (5) obtained applications for traditional life insurance policies during his suspension from the Insurance Company and instructed a colleague to sign the applications as the soliciting agent and witness, when in fact the colleague had not met the policy holders.

On February 11, 2014, Chen's counsel contacted Enforcement and requested that the OTR be rescheduled to March 11, 2014. Enforcement consented to Chen's request. On March 3, 2014, Chen advised FINRA, through counsel, that he would

not appear and provide testimony, provide any further documents and information requested by FINRA, or otherwise participate in Enforcement's investigation. On March 11, 2014 and thereafter, Chen failed to appear and provide testimony.

By failing to appear and provide testimony as requested by FINRA staff, Chen violated FINRA Rules 8210 and 2010.

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

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

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 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. 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

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.

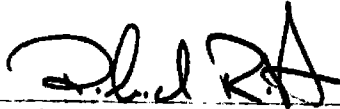
April 16, 2014
Date (mm/dd/yyyy)


Jun Rong Chen, Respondent

Accepted by FINRA:

5.1.14
Date

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


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