

**FINANCIAL INDUSTRY REGULATORY AUTHORITY
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 2013039262201**

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

RE: Ariel Luis Hernandez, Respondent
CRD No. 2684424

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

In 1995, Ariel Luis Hernandez first became registered with FINRA as a Series 6 (Investment Company Products/Variable Contracts Limited Representative). In January 1999, he became registered as a Series 7 (General Securities Representative). In July 2001, he passed the Series 63 (Uniform Securities Agent State Law Examination), and, in August 2003, he became registered as a Series 24 (General Securities Principal). In November 2006, he passed the Series 66 (Uniform Combined State Law Examination). From 1995 to 2010, Hernandez was registered with approximately 14 firms in the Miami, Florida, area.

In August 2010, Hernandez then registered with Liberty Partners Financial Services, LLC (CRD No. 130390) ("Liberty Partners" or the "Firm"), and was also dually registered with the registered advisor Liberty Partners Capital Management, LLC (CRD No. 131117) from August 2013 until November 2013, where he remained until his termination in November 2013. FINRA retains jurisdiction over Hernandez pursuant to Article V, Section 4 of the FINRA By-

Laws because the conduct that serves as the basis for this action commenced prior to his termination of registration from a member firm and this AWC has been filed within two years after the effective date of his last termination of registration from a member firm.

FACTS AND VIOLATIVE CONDUCT

On November 27, 2013, the Firm filed a Form U5 with FINRA that stated Hernandez was "Discharged" that day and provided the following "Termination Explanation": "There are allegations from a client that rep wired money 12 times from her fee based brokerage account to Ally Bank. That money was then wired to reps personal account without her knowledge or permission." The Form U5 also disclosed a pending customer dispute concerning the same allegations, which also indicated that the alleged compensatory damages amount was \$158,000.

FINRA began an investigation into the matters alleged in the Form U5. During the course of its investigation, FINRA sent Hernandez a written request for documents and information, including bank and brokerage account records, pursuant to FINRA Rule 8210 to be produced to FINRA by January 14, 2014. FINRA also sent Hernandez a written request pursuant to FINRA Rule 8210 that he appear for on-the-record testimony in Rockville, Maryland, on January 15, 2014. Hernandez did not comply with FINRA's requests for documents, information, and/or testimony. As a result, Hernandez violated FINRA Rule 8210.

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

- A bar from associating with any FINRA member in all capacities.

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:

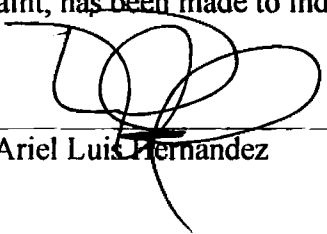
- A. Submission of this AWC is voluntary and will not resolve this matter unless and until it has been reviewed and accepted by the NAC, a Review Subcommittee of the NAC, or the Office of Disciplinary Affairs ("ODA"), pursuant to FINRA Rule 9216;
- B. If this AWC is not accepted, its submission will not be used as evidence to prove any of the allegations against me; and

C. If accepted:

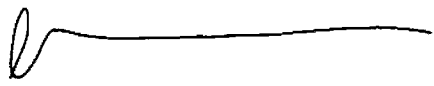
1. this AWC will become part of my permanent disciplinary record and may be considered in any future actions brought by FINRA or any other regulator against me;
2. this AWC will be made available through FINRA's public disclosure program in response to public inquiries about my disciplinary record;
3. 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.

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.

01/15/2014
Date (mm/dd/yyyy)


Ariel Luis Hernandez

Reviewed by:


Carlos B. Castillo
Wrenn Bender McKown & Ring LLP
One Alhambra Plaza
Suite 605
Coral Gables, FL 33134
Tel: (786) 235-2032
Fax: (866) 624-8893

Accepted by FINRA:

1/22/2014
Date (mm/dd/yyyy)

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


Rebecca S. Giltner
Senior Counsel
FINRA Department of Enforcement
15200 Omega Drive
Rockville, MD 20850-3241
Tel: (301) 258-8531
Fax: (301) 208-8090