

FINANCIAL INDUSTRY REGULATORY AUTHORITY

OFFICE OF HEARING OFFICERS

Department of Enforcement,

Complainant,

v.

Jon L. Cox (CRD No. 2073950),

Respondent.

DISCIPLINARY PROCEEDING
No. 2014040234701

COMPLAINT

The Department of Enforcement alleges:

SUMMARY

1. Between August 18, 2014 and October 30, 2014, Respondent Jon Cox failed to comply with three written requests from FINRA staff that he provide documents and information pursuant to FINRA Rule 8210. Accordingly, Cox violated FINRA Rules 8210 and 2010.

RESPONDENT AND JURISDICTION

2. Cox entered the securities industry in June 1990 with J.J.B. Hilliard, W.L. Lyons, Inc.

3. Cox was registered with J.J.B. Hilliard, W.L. Lyons, Inc. until May 2001 when he joined LPL Financial, LLC ("LPL"). At LPL, Cox was a registered representative and registered principal in Knoxville, Tennessee. LPL terminated Cox on January 22, 2014.

4. On February 20, 2014, LPL filed a Form U5 with FINRA that terminated Cox's registration with FINRA and provided the reason as "violation of firm policy regarding outside business activities."

5. Although Respondent is no longer registered or associated with a FINRA member, he remains subject to FINRA's jurisdiction for purposes of this proceeding, pursuant to Article V, Section 4 of FINRA's By-Laws, because (1) the Complaint was filed within two years after the effective date of termination of Respondent's registration with LPL, namely, February 20, 2014, and (2) the Complaint charges him with failing to respond to FINRA requests for information during the two-year period after the date upon which he ceased to be registered or associated with a FINRA member.

**FIRST CAUSE OF ACTION
Failure to Respond to Requests for Information
(FINRA Rules 8210 and 2010)**

6. Enforcement realleges and incorporates by reference paragraphs 1–5 above.

7. FINRA staff opened an investigation into whether Cox may have engaged in unauthorized outside business activities, private securities transactions and/or unauthorized customer loans.

8. In order to investigate these allegations, on August 18, 2014, FINRA staff sent a written request for information pursuant to FINRA Rule 8210 with a requested response deadline of September 1, 2014, to Cox at his residential address reflected in the Central Registration Depository ("CRD address").

9. The letter was mailed by First Class and Certified U.S. Mail.

10. The certified letter was delivered on August 20, 2014.

11. The letter sent by first class mail was not returned and is presumed to be delivered.

12. Cox failed to respond to the August 18 request.

13. On September 4, 2014, FINRA staff sent Cox a second request pursuant to FINRA Rule 8210 to Cox's CRD address.

14. This second request letter was sent by First Class and Certified U.S. Mail.

15. The certified letter was returned to Sender as "Unclaimed. Unable to Forward."

16. The First Class letter was not returned and is presumed to be delivered.

17. Cox failed to respond to the second request letter.

18. On October 23, 2014, FINRA staff sent Cox a third request pursuant to FINRA Rule 8210 stating that FINRA staff failed to receive a response from Cox pursuant to FINRA's two previous requests for the same information.

19. This third request letter was sent by First Class and Certified U.S. Mail with a requested response deadline of October 30, 2014.

20. Notice that USPS had attempted to deliver the certified mailing was left at Cox's CRD address on October 27, 2014.

21. The First Class letter was not returned and is presumed to be delivered.

22. Cox failed to respond to the third request.

23. As a result of the foregoing conduct, Cox violated FINRA Rules 8210 and 2010.

RELIEF REQUESTED

WHEREFORE, the Department respectfully requests that the Panel:

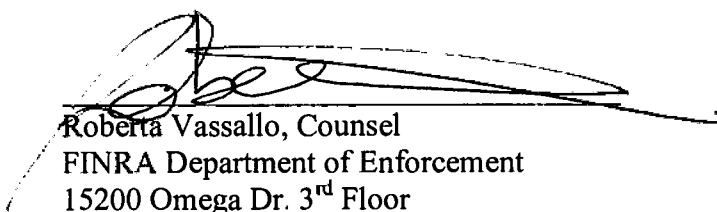
- A. make findings of fact and conclusions of law that Respondent committed the violations charged and alleged herein;
- B. order that one or more of the sanctions provided under FINRA Rule 8310(a), including a bar, be imposed;

- C. order that Respondent bear such costs of proceeding as are deemed fair and appropriate under the circumstances in accordance with FINRA Rule 8330.

FINRA DEPARTMENT OF ENFORCEMENT

Date:

11/25/14



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