

**FINANCIAL INDUSTRY REGULATORY AUTHORITY
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 2014043610701**

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

RE: Camell Moore, Respondent
General Securities Representative
CRD No. 2715870

Pursuant to FINRA Rule 9216 of FINRA's Code of Procedure, I, Camell Moore ("Respondent"), 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

Respondent entered the securities industry in January 1995 when he became employed by a FINRA-regulated broker-dealer as a non-registered Trust Officer. He worked for that firm until February 1996.

In February 1996, Respondent became employed by Merrill Lynch, Pierce, Fenner & Smith Incorporated (the "Firm"), a FINRA-regulated broker-dealer, eventually working as a financial advisor. He remained at the Firm until October 2014, receiving his Series 7 license (General Securities Representative) in April 1996, Series 63 (Uniform Securities Agent State Law) and 65 (Uniform Investment Advisor Law) licenses in May 1996, and Series 9 and 10 licenses (General Securities Sales Supervisor) in June and August 2008, respectively.

On November 28, 2014, the Firm filed a Form U5 for Respondent disclosing that his registration with the Firm voluntarily terminated on October 29, 2014.

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During October 2014 through the present, Respondent became consecutively employed by two FINRA-regulated broker-dealers as a financial advisor. He is still employed in that capacity by the second of those two firms.

In May 2016, Respondent received his Series 24 license (General Securities Principal).

Since Respondent is currently registered with a FINRA-regulated broker-dealer, he remains subject to FINRA's jurisdiction.

RELEVANT DISCIPLINARY HISTORY

Respondent has no prior disciplinary history in the securities industry.

OVERVIEW

During December 2009 through October 2014, Respondent violated NASD Rule 3030 (for conduct before December 15, 2010), FINRA Rule 3270 (for conduct on or after December 15, 2010) and FINRA Rule 2010 by engaging in an outside business activity without providing prior written notice to his FINRA regulated employer.

FACTS AND VIOLATIVE CONDUCT

NASD Rule 3030 provides that "No person associated with a member in any registered capacity shall be employed by, or accept compensation from, any other person as a result of any business activity, other than a passive investment, outside the scope of his relationship with his employer firm, unless he has provided prompt written notice to the member."

FINRA Rule 3270 provides in relevant part, that, "[n]o registered person may be an employee, independent contractor, sole proprietor, officer, director or partner of another person, or be compensated, or have the reasonable expectation of compensation, from any other person as a result of any business activity outside the scope of the relationship with his or her member firm, unless he or she has provided prior written notice to the member, in such form as specified by the member."¹

FINRA Rule 2010 states that a member, in the conduct of its business, shall observe high standards of commercial honor and just and equitable principles of trade. A violation of FINRA Rule 3270 or NASD Rule 3030 constitutes a violation of Rule 2010.

The Firm's written policies required that if its employees wished to participate in activities or investments outside of their employment, they were required to request approval via the Firm's electronic outside business interest reporting system prior to any such participation.

¹ NASD Rule 3030 was superseded by FINRA Rule 3270 effective December 15, 2010.

Prior to 2009, Respondent requested and received the Firm's approval to participate in an outside business activity, Premiere Player Sales Agency, PSA. Between December 2009 and October 2014, Respondent engaged in an outside business activity, PPI, a company that published a sports magazine and attempted to provide marketing and networking services for athletes, other sports professionals, and fans, issue awards to college and local athletes, educate individuals about exercise and nutrition, and sell retail sports apparel and team uniforms.

In December 2009, Respondent actively engaged in pre-incorporation activities concerning PPI when he signed papers for the company, including its Articles of Incorporation, and filed them with the state of Florida. The Articles of Incorporation for PPI listed its principal place of business as Respondent's Florida residence, and identified Respondent as its sole officer, incorporator and state-registered agent. Thereafter, PPI was assigned a federal tax ID number, and it maintained a bank account in its name for which Respondent was the authorized signatory. PPI was the successor corporation to Premier Player Sales Agency, which was properly reported and approved by the Firm.

In addition, Respondent served as PPI's Chief Executive Officer and the publisher of its magazine. He directly worked on or supervised the preparation and filing of its taxes, the maintenance of its books and records and all other aspects of its business, including the creation and maintenance of the company's website and the attempted sale of the potential products and/or services referred to above.

Despite the foregoing, Respondent continued to disclose PSA, but failed to disclose PPI as an outside business activity via the Firm's electronic outside business interest reporting system.

Respondent also failed to disclose PPI as an outside business activity on four compliance questionnaires that he submitted to the Firm in March of 2010, 2011, 2013, and 2014. The questionnaires required Respondent to identify any outside business activity or interest not previously disclosed to the Firm, and he did not identify PPI, a successor corporation to Premier Players Sales Agency, which was properly reported and approved by the Firm. Instead, Respondent misrepresented in the questionnaires that he had no such outside business activities or interests.

By failing to provide prior or prompt written notice to the Firm of his PPI activities, Respondent violated NASD Rule 3030 (for conduct before December 15, 2010), FINRA Rule 3270 (for conduct on or after December 15, 2010) and FINRA Rule 2010.

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

- A 30-day suspension from association with any FINRA member in any capacity; and
- a fine of \$5,000.

I agree to pay the monetary sanction 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 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 Chief Legal Officer, 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

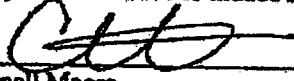
I understand that:

- 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 accordance with FINRA Rule 8313;
 - 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.

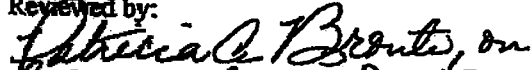
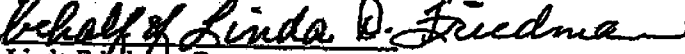
I certify that I have read and understand all of the provisions of this AWC and have been given a full opportunity to ask questions about it; that I have agreed to its provisions voluntarily; and that

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.

11/2/2016
Date: 10/ 2016 cm


Camell Moore

Reviewed by:



behalf of Linda D. Friedman

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Accepted by FINRA:

11/17/16
Date: October , 2016

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


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