

**FINANCIAL INDUSTRY REGULATORY AUTHORITY  
LETTER OF ACCEPTANCE, WAIVER AND CONSENT  
NO. 2016050091701**

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

**RE:** Ka Keung Lam, Respondent  
CRD No. 3074213

Pursuant to FINRA Rule 9216 of FINRA's Code of Procedure, Ka Keung Lam ("Respondent") submits 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 Ka Keung Lam entered the securities industry in May 1998, when he became associated with a FINRA member firm. In July 1998, he received his Series 63 (Uniform Securities Agent Law) and, in August 1998, his Series 6 (Investment Company and Variable Contracts Products Representative) licenses. Respondent became associated with Pruco Securities, LLC ("Pruco") in October 2011, and maintained these licenses through Pruco.

On May 25, 2016, Pruco filed a Uniform Termination Notice for Securities Industry Registration, disclosing that it discharged Lam because he had "submitted, or allowed another [registered representative] to submit on his behalf (i) false information and a matching gift receipt to the Company, which matches qualifying charitable donations by employees for a charitable donation he did not make and (ii) false information to the Company regarding volunteer hours."

Respondent is not currently registered or associated with any member firm, but he remains subject to FINRA jurisdiction pursuant to Article V, Section 4 of FINRA's By-Laws.

## **RELEVANT DISCIPLINARY HISTORY**

Respondent has no relevant disciplinary history.

## **OVERVIEW**

By failing to appear and provide testimony requested pursuant to FINRA Rule 8210, Lam violated FINRA Rules 8210 and 2010.

## **FACTS AND VIOLATIVE CONDUCT**

FINRA Rule 8210 requires a member or a person associated with a member to testify under oath upon oral examination with respect to any matter involved in an investigation or examination. FINRA Rule 2010 requires that members and associated persons "observe high standards of commercial honor and just and equitable principles of trade." A failure to comply with FINRA Rule 8210 is a violation of FINRA Rule 2010.

On July 27, 2017, FINRA staff, investigating the circumstances surrounding Lam's termination, sent a letter to Lam, pursuant to FINRA Rule 8210, requesting that Lam appear and give testimony, under oath, upon oral examination on August 22, 2017. During a telephone call on August 9, 2017, Lam informed the staff that he would not appear for testimony, a statement he confirmed in an email to the staff later that day. As stated during his telephone call and email to FINRA staff, and by this agreement, Lam acknowledges that he received FINRA's request and will not appear for on-the-record testimony at any time.

By refusing to appear for on-the-record testimony as requested pursuant to FINRA Rule 8210, Lam violates FINRA Rules 8210 and 2010.

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

- A bar from associating 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. 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 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.

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 understand and acknowledge that FINRA does not represent or advise me and I cannot rely on FINRA or FINRA staff members for legal advice; 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. -

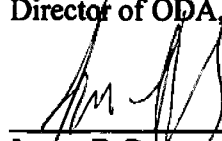
8/21/2017  
Date (mm/dd/yyyy)

  
Ka Keung Lam, Respondent

Accepted by FINRA:

9/8/17  
Date

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

  
James E. Day  
Vice President & Chief Counsel  
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