

NASD
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. ## E102004017701

TO: Department of Enforcement
NASD

RE: Good Morning Shinhan Securities (USA) Inc. ("Good Morning Shinhan") (BD
No. 31977)

Pursuant to Rule 9216 of NASD Code of Procedure, Respondent Good Morning Shinhan submits this Letter of Acceptance, Waiver and Consent ("AWC") for the purpose of proposing a settlement of the alleged rule violations described in Part II below. This AWC is submitted on the condition that, if accepted, NASD will not bring any future actions against Respondent alleging violations based on the same factual findings.

Respondent understands that:

1. Submission of this AWC is voluntary and will not resolve this matter unless and until it has been reviewed and accepted by NASD's Department of Enforcement and National Adjudicatory Council ("NAC") Review Subcommittee or Office of Disciplinary Affairs ("ODA"), pursuant to NASD Rule 9216;
2. If this AWC is not accepted, its submission will not be used as evidence to prove any of the allegations against Respondent; and
3. If accepted:
 - a. this AWC will become part of Respondent's permanent disciplinary record and may be considered in any future actions brought by NASD against Respondent;
 - b. this AWC will be made available through NASD's public disclosure program in response to public inquiries about Respondent's disciplinary record;
 - c. NASD may make a public announcement concerning this agreement and the subject matter thereof in accordance with NASD Rule 8310 and IM-8310-2; and
 - d. Respondent may not take any action or make or permit to be made any public statement, including in regulatory filings or otherwise,

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denying, directly or indirectly, any allegation in this AWC or create the impression that the AWC is without factual basis. Nothing in this provision affects Respondent's testimonial obligations or right to take legal positions in litigation in which NASD is not a party.

Respondent also understands that its experience in the securities industry and disciplinary history may be factors that will be considered in deciding whether to accept this AWC. That experience and history are as follows:

Good Morning Shinhan has been an NASD member since May 1993. Good Morning Shinhan derives its revenue from selling Korean securities to institutional investors. Good Morning has no prior disciplinary history with the Securities and Exchange Commission, any self-regulatory organization or any state securities regulator.

I.

WAIVER OF PROCEDURAL RIGHTS

Respondent specifically and voluntarily waives the following rights granted under NASD's Code of Procedure:

- A. To have a Formal Complaint issued specifying the allegations against it;
- B. To be notified of the Formal 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 NAC and then to the U.S. Securities and Exchange Commission and a U.S. Court of Appeals.

Further, Respondent specifically and voluntarily waives 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.

Respondent further specifically and voluntarily waives any right to claim that a person violated the *ex parte* prohibitions of Rule 9143 or the separation of functions prohibitions of 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.

II.

ACCEPTANCE AND CONSENT

- A. Respondent hereby accepts and consents, without admitting or denying the allegations or findings, and solely for the purposes of this proceeding and any other proceeding brought by or on behalf of NASD, or to which NASD 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 NASD:
- 1) From in or around November 2002 through in or around January 2004, Good Morning Shinhan permitted SY, while not registered as a General Securities Principal, to act in that capacity. During this time period SY was Good Morning Shinhan's president and actively engaged in the management of the firm's securities business. Accordingly, Good Morning Shinhan violated NASD Membership and Registration Rule 1021(a) and NASD Conduct Rule 2110.
 - 2) From in or about November 29, 2003 to in or about January 29, 2004, Good Morning Shinhan operated a securities business without having at least two registered principals, as required by NASD Membership and Registration Rule 1021(a), and without having obtained a waiver of the two-principal requirement. Accordingly, Good Morning Shinhan violated NASD Membership and Registration Rule 1021(a) and NASD Conduct Rule 2110.
 - 3) From in or around October 2003 through in or around January 2004, Good Morning Shinhan failed to implement policies, procedures and internal controls reasonably designed to achieve and monitor its compliance with the requirements of the Bank Secrecy Act (31 U.S.C. 5311, *et seq.*) and the implementing regulations promulgated thereunder by the Department of Treasury. Most significantly, Good Morning Shinhan failed to collect and/or verify relevant identifying customer information as required by the Department of Treasury's customer identification program ("CIP") rules. Accordingly, Good Morning Shinhan violated NASD Conduct Rules 3011 and 2110.
- B. Respondent also consents to the imposition, at a maximum, of the following sanctions:
- 1) A censure; and
 - 2) A fine of \$10,000.

The sanctions imposed herein shall be effective on a date set by NASD staff.

III.**OTHER MATTERS**

- A. Respondent understands that it may attach a Corrective Action Statement to this AWC that is a statement of demonstrable corrective steps taken to prevent future misconduct. Respondent understands that it 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 NASD, nor does it reflect the views of NASD or its staff.
- B. Respondent agrees to pay any monetary sanctions imposed on it upon notice that this AWC has been accepted and that such payments are due and payable.
- C. Respondent specifically and voluntarily waives any right to claim that it is unable to pay, now or at any time hereafter, any monetary sanction imposed in this matter.

10/10/05
Date

By: Manki Kim
Manki Kim
President

Counsel for Respondent

November 8, 2005
Date

Adam Lipnick
Adam Lipnick
Regional Counsel