

**STATE OF ILLINOIS  
SECRETARY OF STATE  
SECURITIES DEPARTMENT**

\_\_\_\_\_  
IN THE MATTER OF: RICHARD J. COLEMAN )  
\_\_\_\_\_)

FILE NO. 1200071

**NOTICE OF HEARING**

TO THE RESPONDENT:

Richard J. Coleman  
(CRD#: 2720422)  
12 Remson CT  
MT Sanai, NY 11766

Richard J. Coleman  
(CRD#: 2720422)  
C/o Rockwell Global Capital LLC  
125 Baylis Rd Ste. 280  
Melville, NY 11747

You are hereby notified that pursuant to Section 11.F of the Illinois Securities Law of 1953 [815 ILCS 5] (the "Act") and 14 Ill. Adm. Code 130, Subpart K, a public hearing will be held at 69 West Washington Street, Suite 1220, Chicago, Illinois 60602, on the 16th day of May, 2012 at the hour of 10:00 a.m. or as soon as possible thereafter, before James L. Kopecky Esq. or such other duly designated Hearing Officer of the Secretary of State.

Said hearing will be held to determine whether an order shall be entered revoking Richard J. Coleman's (the "Respondent") registration as a salesperson in the State of Illinois and/or granting such other relief as may be authorized under the Act including but not limited to the imposition of a monetary fine in the maximum amount pursuant to Section 11.E (4) of the Act, payable within ten (10) business days of the entry of the Order.

The grounds for such proposed action are as follows:

1. That at all relevant times, the Respondent was registered with the Secretary of State as a salesperson in the State of Illinois pursuant to Section 8 of the Act.
2. That on February 6, 2012 FINRA entered LETTER OF ACCEPTANCE, WAIVER AND CONSENT ("AWC" or "Order") submitted by the Respondent regarding Disciplinary Proceeding No. 2011026458701 which sanctioned the Respondent as follows:

- a) Three month suspension in all capacities from association with any FINRA member firm; and,
- b) A fine of \$15,000.

3. That the Order found:

**OVERVIEW**

Respondent, while registered with Rockwell, engaged in excessive trading in the account of a customer, which was unsuitable in light of the customer's investment objectives, financial situation. This conduct violated NASD Conduct Rule 2310 and FINRA Rule 2010.

**FACTS AND VIOLATIVE CONDUCT**

Between December 2009 and July 2010, while registered with FINRA through Rockwell, Respondent engaged in a pattern of trading activity in the customer account of RR that was excessive in light of the customer's objectives, financial situation and needs. Based on Respondent's recommendations, RR invested approximately \$295,000 in his account at Rockwell. Respondent did not have a reasonable basis for believing that the recommendations he made for RR were suitable, based on the facts disclosed by the customer as to his investment objectives and financial needs. Respondent's trading in the account resulted in a cost-to-equity ratio for the period of 89.24% and a turnover rate of 29.20. By reason of the forgoing, Respondent violated NASD Conduct Rule 2310 and FINRA Rule 2010.

- 4. That Section 8.E (1) (j) of the Act provides, inter alia, that the registration of a salesperson may be revoked if the Secretary of State finds that such Salesperson has been suspended by any self-regulatory organization Registered under the Federal 1934 Act or the Federal 1974 Act arising from any fraudulent or deceptive act or a practice in violation of any rule, regulation or standard duly promulgated by the self-regulatory Organization.
- 5. That FINRA is a self-regulatory organization as specified in Section 8.E (1) (j) of the Act.
- 6. That by virtue of the foregoing, the Respondent's registration as a Salesperson in the State of Illinois is subject to revocation pursuant to Section 8.E(1)(j) of the Act.

Notice of Hearing

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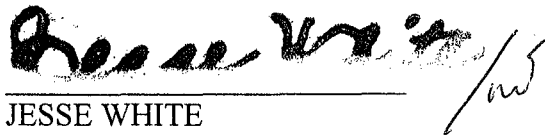
You are further notified that you are required pursuant to Section 130.1104 of the Rules and Regulations (14 ILL. Adm. Code 130) (the "Rules"), to file an answer to the allegations outlined above within thirty (30) days of the receipt of this Notice. A failure to file an answer within the prescribed time shall be construed as an admission of the allegations contained in the Notice of Hearing.

Furthermore, you may be represented by legal counsel; may present evidence; may cross-examine witnesses and otherwise participate. A failure to so appear shall constitute default, unless any Respondent has upon due notice moved for and obtained a continuance.

A copy of the Rules, promulgated under the Act and pertaining to hearings held by the Office of the Secretary of State, Securities Department, is included with this Notice.

Delivery of Notice to the designated representative of any Respondent constitutes service upon such Respondent.

Dated: This 14th day of March 2012.



JESSE WHITE  
Secretary of State  
State of Illinois

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Hearing Officer:  
James L. Kopecky:  
203 N. LaSalle  
Chicago, Illinois 60601