

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

IN THE MATTER OF:)	
DANIEL ZAKON)	
)	FILE NO. 10-00023

CONSENT ORDER OF PROHIBITION

TO RESPONDENT: Daniel Zakon
2429 Rebecca Lane
Glenview, Illinois 60025

TO LEGAL COUNSEL: Randall Lending
Joshua Nichols
Vedder Price P.C.
222 North LaSalle Street
Chicago, Illinois 60601

WHEREAS, Daniel Zakon ("Zakon") by and through his duly authorized representative, on the 14th day of October, 2014 executed a certain Stipulation to Enter Consent Order ("the Stipulation"), which hereby is incorporated by reference herein.

WHEREAS, by means of the Stipulation, Respondent Zakon has admitted to the jurisdiction of the Secretary of State, Securities Department, and has consented to the entry of this Consent Order.

WHEREAS, by means of the Stipulation, in an effort to resolve this matter in an efficient and expeditious manner and to avoid the uncertainty of prolonged litigation,

Respondent Zakon acknowledges, while neither admitting nor denying the truth thereof, that the following allegations shall be adopted as the Secretary of State's Findings of Fact:

1. Respondent Zakon is a natural person with a last known address of 2429 Rebecca Lane, Glenview, Illinois 60025
2. Respondent Zakon was licensed by the Illinois Department of Securities, Secretary of State ("IDS") as a registered representative from 1962 until August of 2011.
3. Respondent Zakon was employed by Rothschild Investment Corporation ("Rothschild") as a registered representative from 1962 until August of 2011.
4. Rothschild is a full service brokerage firm headquartered in Chicago, Illinois with a last known address of 311 S. Wacker Drive, Suite 6500, Chicago, Illinois 60606-6618.
5. In or around April 1989, Investor A, an Illinois resident, opened a brokerage account with Rothschild.
6. From 1989 to 2009, Respondent Zakon was Investor A's advisor at Rothschild.
7. In or around 2009, Investor A was a ninety year old elderly woman who was retired and suffering from health problems.
8. As of October 2007, Investor A's account was valued at \$1,620,774.00. By the time Investor A closed the account and moved it away from Rothschild in July 2009, the account had fallen to \$840,316.57
9. Investor A was not interested in speculative investments; she did not have an aggressive risk tolerance.
10. Certain recommendations by Respondent Zakon were unsuitable to Investor A.
11. Respondent Zakon's activities described above involve the offer and sale of stocks, therefore a Security as those terms are defined in Sections 2.1, 2.5 and 2.5a of the Illinois Securities Law of 1953 [815 ILCS 5] (the "Act").
12. Respondent Zakon's recommending, offering and selling stocks constitutes the activities of a salesperson as defined by Section 2.9 of the Illinois Securities Law of 1953. (815 ILCS 5/1 et seq.) (the "Act").
13. By virtue of the foregoing, Respondent violated Section 12.G of the Act.

WHEREAS, by means of the Stipulation, Respondent Zakon acknowledges but neither admits nor denies that the following shall be adopted as the Secretary of State's Conclusions of Law:

1. Illinois has jurisdiction over this matter pursuant to the Illinois Securities Law of 1953 [815 ILCS 5] (the "Act");
2. The Respondent violated Section 12G of the Act;
3. The Illinois Securities Department finds the following relief appropriate and in the public interest.

WHEREAS, by means of the Stipulation, the Respondent has acknowledged that the Findings of Fact and Conclusions of Law in this Consent Order are intended to be a final determination of the issues in this case and Respondent Zakon, agrees that he shall be estopped from making arguments contrary to the Findings of Fact and Conclusions of Law in any other legal proceeding(s).

WHEREAS, by means of the Stipulation, Respondent Zakon admitted to the personal jurisdiction and subject matter jurisdiction of the Secretary of State, Securities Department, and have consented to the entry of this Consent Order.

WHEREAS, Respondent Zakon is permanently prohibited from offering and/or selling securities in or from the state of Illinois.

WHEREAS, by means of the Stipulation, Respondent Zakon acknowledges and agrees that he is permanently prohibited from engaging in the business of offering investment advice for compensation, directly or indirectly, regarding the advisability of investing in, purchasing or selling securities in or from the state of Illinois.

NOW THEREFORE, IT IS HEREBY ORDERED THAT:

1. Respondent Zakon is permanently prohibited from engaging in the business of offering and/or selling securities in or from the state of Illinois.
2. Respondent Zakon is permanently prohibited from engaging in the business of offering investment advice for compensation, directly or indirectly, regarding the advisability of investing in, purchasing or selling securities in or from the state of Illinois.
3. The entry of this Order ends the Secretary of State Securities Department's formal hearing of this matter.

4. This Order shall not be used by any party in any other proceeding.

Entered: This 17th day of October, 2014.

A handwritten signature in black ink that reads "Jesse White". The signature is written in a cursive style and is positioned above a horizontal line.

JESSE WHITE
Secretary of State
State of Illinois

NOTICE: Failure to comply with the terms of this Order shall be a violation of Section 12.D of the Act. Any person or entity who fails to comply with the terms of this Order of the Secretary of State, having knowledge of the existence of the Order shall be guilty of a Class 4 Felony.

Attorneys for the Secretary of State:
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