

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

IN THE MATTER OF:	LCR ASSET MANAGEMENT, LLC, CRD # 153038) File No. 1700023))
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CONSENT ORDER

TO THE RESPONDENT: LCR Asset Management, LLC
 Attn: Eric Ochotnicki, CCO
 1210 Rawhide Trail
 Cedar Park, TX 78641

WHEREAS, Respondent on February 15, 2017 executed a certain Stipulation to Entry of Consent Order (the "Stipulation"), which hereby is incorporated by reference herein.

WHEREAS, by means of the Stipulation, Respondent has admitted to the jurisdiction of the Secretary of State, service of the Notice of Hearing in this matter, and consented to the entry of this Consent Order.

WHEREAS, the Secretary of State, by and through his designated representative, the Securities Director, has determined that the matter related to the aforesaid formal hearing may be dismissed without further proceeding.

WHEREAS, Respondent has acknowledged that the allegations contained in paragraph VII of the Stipulation shall be adopted as the Secretary of State's Findings of Fact as follows:

1. At all relevant times, Respondent was registered with the Secretary of State as an investment adviser in the State of Illinois pursuant to Section 8 of the Act.
2. Section 8.D(9) of the Act provides, *inter alia*, that an investment adviser may only be registered or reregistered in the State of Illinois if it has an appropriate designated principal(s).
3. On October 24, 2016, all dealers and investment advisers registered in Illinois were sent an email notification that a "Designated Principal(s) Form" (DPF) was to be filed with the Secretary of State as of December 31, 2016 by each dealer or investment adviser renewing its registration in Illinois.

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4. As of the issuance of this Notice of Hearing, Respondent has failed to file the DPF and required fee, despite the Department sending additional notices and warnings in December 2016, January 2017, and February 2017.
5. Section 12.D of the Act provides, *inter alia*, that it shall be a violation of the provisions of the Act for any person to fail to file with the Secretary of State any application, report, or document required to be filed under the provisions of the Act or any rule or regulation made by the Secretary of State pursuant to the Act.
6. Section 8.E(1)(g) of the Act provides, *inter alia*, that the registration of a dealer or investment adviser may be denied, suspended, or revoked if the dealer or investment adviser has violated any of the provisions of this Act.
7. Section 11.E(4) of the Act provides, *inter alia*, that the Secretary of State, after finding that any provision of the Act has been violated, may issue an order of censure, charge costs of investigation, and impose a fine not to exceed \$10,000 for each violation of the Act.
8. Section 11.F(1) of the Act provides, *inter alia*, that the Secretary of State may suspend or revoke the registration of a dealer or investment adviser and impose a fine for violation of the Act after an opportunity for hearing upon not less than 10 days notice given by personal service or registered mail or certified mail, return receipt requested, to the person or persons concerned.

WHEREAS, Respondent has acknowledged that the allegations contained in paragraph VIII of the Stipulation shall be adopted as the Secretary of State's Conclusions of Law as follows:

9. By virtue of the foregoing, Respondent has violated Section 12.D of the Act and is subject to sanctions pursuant to Section 8.E(1)(g) of the Act.
10. By virtue of the foregoing, Respondent is subject to a fine of up to \$10,000 per violation, an order of censure, and an order that suspends or revokes its registration in the State of Illinois pursuant to Sections 8 and 11 of the Act.

NOW THEREFORE IT IS HEREBY ORDERED THAT:

11. Respondent will make a monetary payment, within ten business days from the entry of the Consent Order, in the amount of one hundred fifty dollars (\$150.00) to the Illinois Secretary of State for deposit in the Securities Audit and Enforcement Fund. The payment will be mailed to the Illinois Securities Department, 421 East Capitol Avenue, 2nd Floor, Springfield, Illinois 62701.

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12. Respondent will comply with all of the terms of the Stipulation.
13. Respondent is Censured.
14. The Department will retain jurisdiction over this proceeding for the sole purpose of enforcing the terms and provisions stated herein.
15. The formal hearing scheduled on this matter is hereby dismissed without further proceeding.

ENTERED: This 17 day of February, 2017.



JESSE WHITE
Secretary of State
State of Illinois

Attorney for the Secretary of State:

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