

**THE NASDAQ STOCK MARKET LLC
NOTICE OF ACCEPTANCE OF AWC**

Certified, Return Receipt Requested

**TO: R.W. Pressprich & Co.
Mr. Timothy L. Burns
Co-Chief Compliance Officer
452 Fifth Avenue
New York, NY 10018**

**FROM: The NASDAQ Stock Market LLC ("Nasdaq")
c/o Financial Industry Regulatory Authority ("FINRA")
Department of Market Regulation
9509 Key West Avenue
Rockville, MD 20850**

DATE: January 19, 2017

RE: Notice of Acceptance of Letter of Acceptance, Waiver and Consent No. 20140414536-01

Please be advised that your above-referenced Letter of Acceptance, Waiver and Consent ("AWC") has been accepted on **January 19, 2017** by the Nasdaq Review Council's Review Subcommittee, or by the Office of Disciplinary Affairs on behalf of the Nasdaq Review Council, pursuant to Nasdaq Rule 9216. A copy of the AWC is enclosed herewith.

You are again reminded of your obligation, if currently registered, immediately to update your Uniform Application for Broker-Dealer Registration ("Form BD") to reflect the conclusion of this disciplinary action. Additionally, you must also notify FINRA (or NASDAQ if you are not a member of FINRA) in writing of any change of address or other changes required to be made to your Form BD.

You are reminded that Section I of the attached Letter of Acceptance, Waiver, and Consent includes an undertaking. In accordance with the terms of the AWC, a registered principal of the firm is required to notify the Compliance Assistant, Legal Section, Market Regulation Department, 9509 Key West Avenue, Rockville, MD 20850, of completion of the undertaking.

You will be notified by the Registration and Disclosure Department regarding sanctions if a suspension has been imposed and by NASDAQ's Finance Department regarding the payment of any fine if a fine has been imposed.

R.W. Pressprich & Co.
Page 2

If you have any questions concerning this matter, please contact Gerald O'Hara, Principal Counsel,
at (240) 386-6871.



Gerard P. Finn
Chief Counsel, Legal Section
Department of Market Regulation

Signed on behalf of NASDAQ

Enclosure

FINRA District 10 – New York
Michael Solomon
Senior Vice President and Regional Director
(Via email)

Bob E. Lehman, Esq.
Counsel for Respondent
Lehman & Eilen LLP
50 Charles Lindbergh Blvd., Suite 505
Uniondale, NY 11553

THE NASDAQ STOCK MARKET LLC
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 20140414536-01

TO: The NASDAQ Stock Market LLC
c/o Department of Market Regulation
Financial Industry Regulatory Authority ("FINRA")

RE: R.W. Pressprich & Co., Respondent
Broker-Dealer
CRD No. 26460

Pursuant to Rule 9216 of The NASDAQ Stock Market LLC ("Nasdaq") Code of Procedure, R.W. Pressprich & Co. (the "firm") 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, Nasdaq will not bring any future actions against the firm alleging violations based on the same factual findings described herein.

I.

ACCEPTANCE AND CONSENT

- A. The firm hereby accepts and consents, without admitting or denying the findings, and solely for the purposes of this proceeding and any other proceeding brought by or on behalf of Nasdaq, or to which Nasdaq 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 Nasdaq:

BACKGROUND

The firm has been a FINRA member since August 8, 1990 and a Nasdaq member since February 9, 2009, and its registrations remains in effect. The firm has no relevant disciplinary history.

SUMMARY

In connection with Review No. 20140414536, the Market Analysis Team of the Department of Market Regulation (the "staff") reviewed the firm's compliance with Securities and Exchange Commission ("SEC") Rule 15c3-5 on May 30, 2014 (the "review date").

Based on the foregoing review, the Department of Market Regulation found that the firm violated SEC Rule 15c3-5 and Nasdaq Rules 3010 and 2010A.

FACTS AND VIOLATIVE CONDUCT

SEC Rule 15c3-5, among other things, requires a broker-dealer with market access to establish, document, and maintain a system of risk management controls and supervisory procedures reasonably designed to: (i) “[p]revent the entry of orders that exceed appropriate pre-set credit or capital thresholds in the aggregate for each customer and the broker or dealer . . . by rejecting orders if such orders would exceed the applicable credit or capital thresholds;” and (ii) “[p]revent the entry of erroneous orders, by rejecting orders that exceed appropriate price or size parameters, on an order-by-order basis or over a short period of time, or that indicate duplicative orders.”¹

Nasdaq Rule 3010 requires a Nasdaq member to “establish and maintain a system to supervise the activities of each registered representative and associated person that is reasonably designed to achieve compliance with applicable securities laws and regulations and with applicable Nasdaq rules.”

Nasdaq Rule 2010A requires a Nasdaq member, “in the conduct of its business, [to] observe high standards of commercial honor and just and equitable principles of trade.”

At 11:42:07 a.m. on the review date, the firm entered a market order to sell 200,000 shares in a security that was trading at \$23.00 just prior to the entry of the order. The order was for a customer but was entered via the firm’s proprietary account. The firm’s market order executed in full between 11:42:07 a.m. and 11:42:10 a.m. and caused the price of the security to fall from \$23.00 to \$21.02 during this time. Shortly thereafter, the firm filed a clearly erroneous petition with Nasdaq, which stated that the order was intended to be a limit order but was erroneously sent to the marketplace as a market order. The erroneous order did not result in customer harm, and the firm lost approximately \$234,000 when it purchased shares to cover the short position resulting from the sale. As a result of the above described activity, the staff reviewed the firm’s procedures in place on the review date with respect to market access and made the following findings:

1. The firm failed to have risk management controls and supervisory procedures reasonably designed to prevent the entry of erroneous orders, by rejecting orders that exceed appropriate price or size parameters, on an order-by-order basis or over a short period of time, or that indicate duplicative orders. Specifically, the firm did not have a hard block in place to prevent the entry of orders with an erroneous price or size, or that indicated duplicative orders. In addition, the firm failed to have risk management controls and supervisory procedures reasonably designed to prevent the entry of orders that exceed appropriate pre-set credit or capital thresholds in the aggregate for each customer and the broker-dealer, by rejecting orders if such orders would exceed such applicable credit and capital thresholds. Specifically, the firm did not have a hard block in place to prevent the entry of orders that exceeded the firm’s own appropriate pre-set credit or capital thresholds. Rather, the firm focused solely on customers’ total assets under management to determine their financial risk, which, standing alone, was not a reasonable method of preventing the entry of orders that

¹ SEC Rule 15c3-5(c)(1).

exceeded appropriate pre-set credit or capital thresholds for customers. The conduct described in this paragraph constitutes a violation of SEC Rule 15c3-5(c)(1) and Nasdaq Rules 3010 and 2010A.

2. The firm failed to establish, document, and maintain a system for regularly reviewing the effectiveness of the risk management controls and supervisory procedures required by paragraphs (b) and (c) of SEC Rule 15c3-5 and for promptly addressing any issues. Specifically, the firm did not have written procedures concerning the firm's annual review of its business activity in connection with market access to assure the overall effectiveness of the firm's risk management controls and supervisory procedures. The conduct described in this paragraph constitutes a violation of SEC Rule 15c3-5(e)(1).

B. The firm also consents to the imposition of the following sanctions:

A censure and a fine of \$15,000 and an undertaking to revise the firm's written supervisory procedures with respect to the areas described in paragraph I.A.1 above. Within 30 business days of acceptance of this AWC by the Nasdaq Review Council, a registered principal of the firm shall submit to the COMPLIANCE ASSISTANT, LEGAL SECTION, MARKET REGULATION DEPARTMENT, 9509 KEY WEST AVENUE, ROCKVILLE, MD 20850, a signed, dated letter, or an e-mail from a work-related account of the registered principal to MarketRegulationComp@finra.org, providing the following information: (1) a reference to this matter; (2) a representation that the firm has revised its written supervisory procedures to address the deficiencies described in paragraph I.A.1; and (3) the date the revised procedures were implemented.

The firm agrees to pay the monetary sanction(s) in accordance with its executed Election of Payment Form.

The firm specifically and voluntarily waives any right to claim that it is unable to pay, now or at any time hereafter, the monetary sanction(s) imposed in this matter.

The firm specifically and voluntarily waives the following rights granted under Nasdaq's Code of Procedure:

- A. To have a Formal Complaint issued specifying the allegations against the firm;
- 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 Nasdaq Review Council and then to the U.S. Securities and Exchange Commission and a U.S. Court of Appeals.

Further, the firm specifically and voluntarily waives any right to claim bias or prejudgment of the Chief Regulatory Officer, the Nasdaq Review Council, or any member of the Nasdaq Review Council, 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.

The firm 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.

III.

OTHER MATTERS

The firm understands that:

- A. Submission of this AWC is voluntary and will not resolve this matter unless and until it has been reviewed and accepted by FINRA's Department of Market Regulation and the Nasdaq Review Council, the Review Subcommittee, or the Office of Disciplinary Affairs ("ODA"), pursuant to Nasdaq Rule 9216;
- B. If this AWC is not accepted, its submission will not be used as evidence to prove any of the allegations against the firm; and
- C. If accepted:
 1. this AWC will become part of the firm's permanent disciplinary record and may be considered in any future actions brought by Nasdaq or any other regulator against the firm;
 2. Nasdaq may release this AWC or make a public announcement concerning this agreement and the subject matter thereof in accordance with Nasdaq Rule 8310 and IM-8310-3; and
 3. The firm 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. The firm may not take any position in any proceeding brought by or on behalf of Nasdaq, or to which Nasdaq is a party, that is inconsistent with any part of this AWC. Nothing in this provision affects the firm's right to take legal or factual positions in litigation or other legal proceedings in which Nasdaq is not a party.

- D. The firm may attach a Corrective Action Statement to this AWC that is a statement of demonstrable corrective steps taken to prevent future misconduct. The firm 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 Nasdaq, nor does it reflect the views of Nasdaq or its staff.

The undersigned, on behalf of the firm, certifies that a person duly authorized to act on its behalf has read and understands all of the provisions of this AWC and has been given a full opportunity to ask questions about it; that it has agreed to the AWC's 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 the firm to submit it.

1/3/2017
Date

R.W. Pressprich & Co.

Respondent

By: Timothy L. Burns

Name: TIMOTHY L. BURNS

Title: Co-CEO

Reviewed by:

Attorney Name
Counsel for Respondent

Accepted by Nasdaq:

1/19/17
Date

Gerard P. Finn

Gerard P. Finn
Chief Counsel
Department of Market Regulation

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

ELECTION OF PAYMENT FORM

The firm intends to pay the fine proposed in the attached Letter of Acceptance, Waiver and Consent by the following method (check one):

- A firm check or bank check for the full amount
- Wire transfer

Respectfully submitted,

Respondent

R.W.Pressprich & Co.

1/3/2017
Date

By: Timothy L. Burns
Name: TIMOTHY L. BURNS
Title: Co-CEO

Billing and Payment Contact

Please enter the billing contact information below. Nasdaq MarketWatch will contact you with billing options and payment instructions. **Please DO NOT submit payment until Nasdaq has sent you an invoice.**

Billing Contact Name: WAYNE CHEN
Billing Contact Address: 452 FIFTH AVENUE
Billing Contact Email: WCHEN@PRESSPRICH.COM
Billing Contact Phone Number: 212-832-6026