

**FINANCIAL INDUSTRY REGULATORY AUTHORITY
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 2014043421201**

TO: Department of Enforcement
Financial Industry Regulatory Authority ("FINRA")

RE: Daniel R. Colon, Respondent
Investment Company Products/Variable Contracts Limited Representative
CRD No. 6107260

Pursuant to FINRA Rule 9216 of FINRA's Code of Procedure, Daniel R. Colon ("Respondent") 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, FINRA will not bring any future actions against Respondent alleging violations based on the same factual findings described herein.

I.

ACCEPTANCE AND CONSENT

- A. Respondent 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 FINRA, or to which FINRA 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 FINRA:

BACKGROUND

Respondent entered the securities industry in July 2012 and became registered with FINRA-regulated firm J.P. Morgan Securities LLC (the "Firm") as an Investment Company Products/Variable Contracts Limited Representative (Series 6) in February 2013. He also acquired his Series 63 (State Law Uniform Securities Agent) in March 2013. Respondent remained registered with the Firm until October 2014.

While registered with the Firm, Respondent was also employed by the Firm's affiliate bank, JPMorgan Chase Bank, N.A. ("Chase Bank"). Respondent worked as a Private Client Banker at a Chase Bank branch office located in New York ("Chase Bank Branch Office").

Respondent remained with the Firm and Chase Bank until October 15, 2014 when he was terminated for misconduct reported in a Uniform Termination Notice for Securities Industry Registration ("Form U5") dated November 12, 2014. The Form U5 reported that Respondent was terminated for removing cash from a Chase Bank customer's wallet that was inadvertently left at the Chase Bank Branch Office.

Since his termination from the Firm, Respondent has not been associated with a FINRA-regulated firm, but remains subject to FINRA's jurisdiction pursuant to Article V, Section 4 of the FINRA By-Laws.

RELEVANT DISCIPLINARY HISTORY

Respondent has no prior disciplinary history.

OVERVIEW

In September 2014, Respondent converted at least \$200 from a Chase Bank customer by taking the money from the customer's wallet for his personal use, without the customer's knowledge or consent, in violation of FINRA Rule 2010.

FACTS AND VIOLATIVE CONDUCT

FINRA Rule 2010 requires associated persons to observe high standards of commercial honor and just and equitable principles of trade. Conversion is an intentional and unauthorized taking of and/or exercise of ownership over property by one who neither owns the property nor is entitled to possess it. Conversion of a bank customer's funds violates FINRA Rule 2010.

On September 24, 2014, a Chase Bank customer inadvertently left her wallet at the Chase Bank Branch Office while conducting banking activities. Another Chase Bank customer found the wallet and turned it in to Respondent who placed the wallet in his desk drawer. When the customer had not claimed the wallet by the end of the day, Respondent took the wallet and used at least \$200 contained in the wallet for his personal use.

The following morning, Respondent returned to the Chase Bank Branch Office with the customer's wallet. The customer also reported the missing wallet to Chase Bank personnel and indicated that the wallet contained \$600 in cash. The customer also reported the missing wallet to the local police department.

That same morning, after a police officer arrived at the Chase Bank Branch Office to investigate the incident, Respondent replenished the customer's wallet with cash, including cash that he withdrew from his Chase Bank account. Respondent then placed the wallet on the desk of his assistant branch manager. After the police officer left, Respondent informed his branch manager that the wallet was in the bank and retrieved it from the assistant branch manager's desk. When the wallet was subsequently returned to the customer, she claimed that \$200 was missing.

Thereafter, Chase Bank restored the \$200 by crediting the customer's bank account. Respondent subsequently repaid the \$200 to Chase Bank on October 13, 2014. Chase Bank then terminated Respondent's employment.

B. Respondent also consents to the imposition of the following sanction:

A bar from associating with any FINRA member in any capacity.

Respondent understands that if he is barred or suspended from associating with any FINRA member, he becomes subject to a statutory disqualification as that term is defined in Article III, Section 4 of FINRA's By-Laws, incorporating Section 3(a)(39) of the Securities Exchange Act of 1934. Accordingly, Respondent may not be associated with any FINRA member in any capacity, including clerical or ministerial functions, during the period of the bar or suspension (see FINRA Rules 8310 and 8311).

The sanctions imposed herein shall be effective on a date set by FINRA staff. Pursuant to FINRA Rule 8313(e), a bar or expulsion shall become effective upon approval or acceptance of this AWC.

II.

WAIVER OF PROCEDURAL RIGHTS

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

- A. To have a Complaint issued specifying the allegations against him;
- B. To be notified of the 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 National Adjudicatory Council ("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 Chief Legal Officer, 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 FINRA Rule 9143 or the separation of functions prohibitions of FINRA 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.

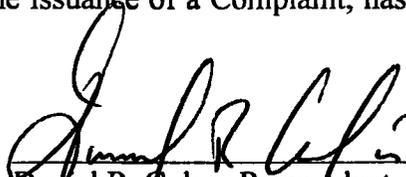
OTHER MATTERS

Respondent 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 the NAC, a Review Subcommittee of the NAC, or the Office of Disciplinary Affairs (“ODA”), pursuant to FINRA Rule 9216;
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- B. If this AWC is not accepted, its submission will not be used as evidence to prove any of the allegations against him; and
- C. If accepted:
1. this AWC will become part of his permanent disciplinary record and may be considered in any future actions brought by FINRA or any other regulator against him;
 2. this AWC will be made available through FINRA's public disclosure program in accordance with FINRA Rule 8313;
 3. FINRA may make a public announcement concerning this agreement and the subject matter thereof in accordance with FINRA Rule 8313; and
 4. Respondent 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. Respondent may not take any position in any proceeding brought by or on behalf of FINRA, or to which FINRA is a party, that is inconsistent with any part of this AWC. Nothing in this provision affects his: (i) testimonial obligations; or (ii) right to take legal or factual positions in litigation or other legal proceedings in which FINRA is not a party.

Respondent certifies that he has read and understand all of the provisions of this AWC and has been given a full opportunity to ask questions about it; that he has agreed to its 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 him to submit it.

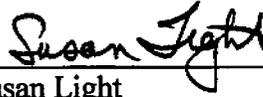
04/30/2015
Date (mm/dd/yyyy)


Daniel R. Colon, Respondent

Accepted by FINRA:

May 12, 2015
Date

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



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