

for his personal use by making unauthorized ATM withdrawals from four JP Morgan Bank customers' accounts.

3. J.P Morgan discharged Roldan on November 27, 2015, because of the abovementioned unauthorized withdrawals of customer funds.

4. On December 31, 2015, FINRA entered into a Letter of Acceptance, Waiver and Consent ("AWC") with Roldan, which was accepted by FINRA's National Adjudicatory Council ("NAC") or by the Office of Disciplinary Affairs on behalf of the NAC pursuant to FINRA Rule 9216.

5. In the FINRA AWC, Roldan consented without admitting or denying, to findings that he converted \$26,000 of JP Morgan Bank customer funds for his personal use in violation of FINRA Rule 2010.

6. Roldan also consented to sanctions which included barring him from associating with any FINRA member in all capacities.

CONCLUSIONS OF LAW

The Bureau Chief makes the following conclusions of law:

ROLDAN IS THE SUBJECT OF AN ORDER OF A SELF-REGULATORY ORGANIZATION EXPELLING HIM FROM A NATIONAL SECURITIES ASSOCIATION

N.J.S.A. 49:3-58(a)(1)

N.J.S.A. 49:3-58(a)(2)(vi)

7. The preceding paragraphs are incorporated by reference as though set forth verbatim herein.

8. Pursuant to N.J.S.A. 49:3-58(a):

[t]he bureau chief may by order deny, suspend, or revoke any registration if he finds: (1) that the order is in the public interest, and (2) that the applicant

or registrant...(vi)...is the subject of an order of...a self-regulatory organization...suspending or expelling him from a national securities or commodities exchange or national securities or commodities association...

9. Having been barred from association with any FINRA member, Roldan has effectively been expelled from a national securities association. This is cause, pursuant to N.J.S.A. 49:3-58(a)(2)(vi), to revoke Roldan's agent registration.

10. Based upon the foregoing, the revocation of Roldan's agent registration and certain exemptions is in the public interest.

CONCLUSION

For the reasons stated above, it is on this 19th DAY of JULY 2016 **ORDERED**

that:

11. The agent registration of William Roldan be **REVOKED**;

12. Roldan is denied all exemptions contained in N.J.S.A. 49:3-50(a)(9), N.J.S.A. 49:3-50(a)(10), N.J.S.A. 49:3-50(a)(11), and N.J.S.A. 49:3-50(b); and

13. The exemptions to the registration requirements provided by N.J.S.A. 49:3-56(b), N.J.S.A. 49:3-56(c), and N.J.S.A. 49:3-56(g) are hereby denied.



Laura H. Posner
Chief, Bureau of Securities

NOTICE OF RIGHT TO HEARING

Pursuant to the Uniform Securities Law (1997), N.J.S.A. 49:3-47 et seq., specifically, N.J.S.A. 49:3-58(c), the Bureau Chief shall entertain on no less than three days' notice, a written application to lift the summary revocation on written application of the applicant or registrant and in connection therewith may, but need not, hold a hearing and hear testimony, but shall provide to the applicant or registrant a written statement of the reasons for the summary revocation.

This matter will be set down for a hearing if a written request for such a hearing is filed with the Bureau within 15 days after the respondent receives this Order. A request for a hearing must be accompanied by a written response, which addresses specifically each of the allegations set forth in the Order. A general denial is unacceptable. At any hearing involving this matter, an individual respondent may appear on his/her own behalf or be represented by an attorney.

Orders issued pursuant to this subsection to suspend or revoke any registration shall be subject to an application to vacate upon 10 days' notice, and a preliminary hearing on the order to suspend or revoke any registration shall be held in any event within 20 days after it is requested, and the filing of a motion to vacate the order shall toll the time for filing an answer and written request for a hearing.

If no hearing is requested, the Order shall be entered as a Final Order and will remain in effect until modified or vacated. If a hearing is held, the Bureau Chief shall affirm, vacate or modify the order in accord with the findings made at the hearing.

NOTICE OF OTHER ENFORCEMENT REMEDIES

You are advised that the Uniform Securities Law provides several enforcement remedies, which are available to be exercised by the Bureau Chief, either alone or in combination. These remedies include, in addition to this action revoking your registration, the right to seek and obtain injunctive and ancillary relief in a civil enforcement action, N.J.S.A. 49:3-69, and the right to seek and obtain civil penalties in an administrative or civil action, N.J.S.A. 49:3-70.1.

You are further advised that the entry of the relief requested does not preclude the Bureau Chief from seeking and obtaining other enforcement remedies against you in connection with the claims made against you in this action.