

## BrokerCheck Report

### BRADLEY WOODS & CO. LTD.

CRD# 13660

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Please be aware that fraudsters may link to BrokerCheck from phishing and similar scam websites, trying to steal your personal information or your money. Make sure you know who you're dealing with when investing, and contact FINRA with any concerns.

For more information read our [investor alert](#) on imposters.

## About BrokerCheck®

BrokerCheck offers information on all current, and many former, registered securities brokers, and all current and former registered securities firms. FINRA strongly encourages investors to use BrokerCheck to check the background of securities brokers and brokerage firms before deciding to conduct, or continue to conduct, business with them.

- **What is included in a BrokerCheck report?**

- BrokerCheck reports for individual brokers include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards. BrokerCheck reports for brokerage firms include information on a firm's profile, history, and operations, as well as many of the same disclosure events mentioned above.

- Please note that the information contained in a BrokerCheck report may include pending actions or allegations that may be contested, unresolved or unproven. In the end, these actions or allegations may be resolved in favor of the broker or brokerage firm, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

- **Where did this information come from?**

- The information contained in BrokerCheck comes from FINRA's Central Registration Depository, or CRD® and is a combination of:
  - information FINRA and/or the Securities and Exchange Commission (SEC) require brokers and brokerage firms to submit as part of the registration and licensing process, and
  - information that regulators report regarding disciplinary actions or allegations against firms or brokers.

- **How current is this information?**

- Generally, active brokerage firms and brokers are required to update their professional and disciplinary information in CRD within 30 days. Under most circumstances, information reported by brokerage firms, brokers and regulators is available in BrokerCheck the next business day.

- **What if I want to check the background of an investment adviser firm or investment adviser representative?**

- To check the background of an investment adviser firm or representative, you can search for the firm or individual in BrokerCheck. If your search is successful, click on the link provided to view the available licensing and registration information in the SEC's Investment Adviser Public Disclosure (IAPD) website at <https://www.adviserinfo.sec.gov>. In the alternative, you may search the IAPD website directly or contact your state securities regulator at <http://www.finra.org/Investors/ToolsCalculators/BrokerCheck/P455414>.

- **Are there other resources I can use to check the background of investment professionals?**

- FINRA recommends that you learn as much as possible about an investment professional before deciding to work with them. Your state securities regulator can help you research brokers and investment adviser representatives doing business in your state.

• **Thank you for using FINRA BrokerCheck.**



Using this site/information means that you accept the FINRA BrokerCheck Terms and Conditions. A complete list of Terms and Conditions can be found at [brokercheck.finra.org](http://brokercheck.finra.org)



For additional information about the contents of this report, please refer to the User Guidance or [www.finra.org/brokercheck](http://www.finra.org/brokercheck). It provides a glossary of terms and a list of frequently asked questions, as well as additional resources. For more information about FINRA, visit [www.finra.org](http://www.finra.org).



**BRADLEY WOODS & CO. LTD.**

CRD# 13660

SEC# 8-28862

**Main Office Location**

845 THIRD AVE, SUITE 1703  
NEW YORK, NY 10022  
Regulated by FINRA New York Office

**Mailing Address**

845 THIRD AVE, SUITE 1703  
NEW YORK, NY 10022

**Business Telephone Number**

212-826-9191

**Report Summary for this Firm**

This report summary provides an overview of the brokerage firm. Additional information for this firm can be found in the detailed report.

**Firm Profile**

This firm is classified as a corporation.  
This firm was formed in Delaware on 11/01/2004.  
Its fiscal year ends in February.

**Firm History**

Information relating to the brokerage firm's history such as other business names and successions (e.g., mergers, acquisitions) can be found in the detailed report.

**Firm Operations**

**This firm is registered with:**

- the SEC
- 1 Self-Regulatory Organization
- 22 U.S. states and territories

Is this brokerage firm currently suspended with any regulator? **No**

This firm conducts 5 types of businesses.

This firm is not affiliated with any financial or investment institutions.

This firm has referral or financial arrangements with other brokers or dealers.

**Disclosure Events**

Brokerage firms are required to disclose certain criminal matters, regulatory actions, civil judicial proceedings and financial matters in which the firm or one of its control affiliates has been involved.

Are there events disclosed about this firm? **Yes**

**The following types of disclosures have been reported:**

Type	Count
Regulatory Event	1



## Firm Profile

This firm is classified as a corporation.

This firm was formed in Delaware on 11/01/2004.

Its fiscal year ends in February.

## Firm Names and Locations

This section provides the brokerage firm's full legal name, "Doing Business As" name, business and mailing addresses, telephone number, and any alternate name by which the firm conducts business and where such name is used.

**BRADLEY WOODS & CO. LTD.**

**Doing business as BRADLEY WOODS & CO. LTD.**

**CRD#** 13660

**SEC#** 8-28862

### Main Office Location

845 THIRD AVE, SUITE 1703

NEW YORK, NY 10022

**Regulated by FINRA New York Office**

### Mailing Address

845 THIRD AVE, SUITE 1703

NEW YORK, NY 10022

### Business Telephone Number

212-826-9191



## Firm Profile

This section provides information relating to all direct owners and executive officers of the brokerage firm.

### Direct Owners and Executive Officers

**Legal Name & CRD# (if any):** RIPP, DANIEL S

1398164

**Is this a domestic or foreign entity or an individual?** Individual

**Position** CEO, CFO

**Position Start Date** 04/2004

**Percentage of Ownership** 75% or more

**Does this owner direct the management or policies of the firm?** Yes

**Is this a public reporting company?** No

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**Legal Name & CRD# (if any):** SHEA, PATRICK OFARRELL

838154

**Is this a domestic or foreign entity or an individual?** Individual

**Position** CHIEF COMPLIANCE OFFICER

**Position Start Date** 05/2020

**Percentage of Ownership** Less than 5%

**Does this owner direct the management or policies of the firm?** No

**Is this a public reporting company?** No

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**Legal Name & CRD# (if any):** YEE, DEREK BRIAN

6911274

**Is this a domestic or foreign entity or an individual?** Individual

**Position** COO

Firm Profile



Direct Owners and Executive Officers (continued)

Position Start Date	06/2021
Percentage of Ownership	Less than 5%
Does this owner direct the management or policies of the firm?	Yes
Is this a public reporting company?	No

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## Firm Profile

This section provides information relating to any indirect owners of the brokerage firm.

## Indirect Owners

No information reported.





## Firm History

This section provides information relating to any successions (e.g., mergers, acquisitions) involving the firm.

<b>This firm was previously:</b>	BRADLEY WOODS & CO.
<b>Date of Succession:</b>	11/01/2004
<b>Predecessor CRD#:</b>	13660
<b>Predecessor SEC#:</b>	8-28862
<b>Description</b>	BRADLEY WOODS & CO. LTD., THE SUCCESSOR, HAS ACQUIRED ALL ASSETS AND LIABILITIES OF BRADLEY WOODS & CO., THE PREDECESSOR. THERE HAVE BEEN NO CHANGES IN OWNERSHIP, MANAGEMENT OR OPERATIONS.

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<b>This firm was previously:</b>	BRADLEY WOODS & CO.
<b>Date of Succession:</b>	11/01/2004
<b>Predecessor CRD#:</b>	13660
<b>Predecessor SEC#:</b>	8-28862
<b>Description</b>	BRADLEY WOODS & CO. LTD., THE SUCCESSOR, HAS ACQUIRED ALL ASSETS AND LIABILITIES OF BRADLEY WOODS & CO., THE PREDECESSOR. THERE HAVE BEEN NO CHANGES IN OWNERSHIP, MANAGEMENT OR OPERATIONS.

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Firm Operations

Registrations

This section provides information about the regulators (Securities and Exchange Commission (SEC), self-regulatory organizations (SROs), and U.S. states and territories) with which the brokerage firm is currently registered and licensed, the date the license became effective, and certain information about the firm's SEC registration.

**This firm is currently registered with the SEC, 1 SRO and 22 U.S. states and territories.**

Federal Regulator	Status	Date Effective
SEC	Approved	03/04/1983

SEC Registration Questions

This firm is registered with the SEC as:

A broker-dealer: No

A broker-dealer and government securities broker or dealer: Yes

A government securities broker or dealer only: No

This firm has ceased activity as a government securities broker or dealer: No

Self-Regulatory Organization	Status	Date Effective
FINRA	Approved	06/17/1985



## Firm Operations

### Registrations (continued)

U.S. States & Territories	Status	Date Effective
Arizona	Approved	10/01/2019
California	Approved	06/24/2011
Colorado	Approved	12/04/2019
Connecticut	Approved	07/30/2020
Delaware	Approved	07/31/2019
Florida	Approved	06/09/2020
Georgia	Approved	03/01/2021
Illinois	Approved	05/07/2021
Maryland	Approved	07/18/2011
Michigan	Approved	10/08/2021
Minnesota	Approved	06/29/2011
New Jersey	Approved	05/24/2012
New York	Approved	04/28/1983
North Carolina	Approved	11/21/2019
Ohio	Approved	12/13/2021
Oklahoma	Approved	06/26/2019
Oregon	Approved	07/19/2011
Pennsylvania	Approved	06/27/2019
Texas	Approved	06/13/2012
Virginia	Approved	08/03/2011
Washington	Approved	06/23/2011
Wisconsin	Approved	01/16/2020



**Firm Operations**

**Types of Business**

This section provides the types of business, including non-securities business, the brokerage firm is engaged in or expects to be engaged in.

**This firm currently conducts 5 types of businesses.**

**Types of Business**

Broker or dealer retailing corporate equity securities over-the-counter
Broker or dealer selling corporate debt securities
U S. government securities broker
Non-exchange member arranging for transactions in listed securities by exchange member
Private placements of securities

**Other Types of Business**

This firm does not effect transactions in commodities, commodity futures, or commodity options.  
This firm does engage in other non-securities business.

Non-Securities Business Description: THE APPLICANT PROVIDES TO ITS CLIENTS RESEARCH MATERIALS WHICH ANALYZE PUBLIC POLICY TRENDS.

## Firm Operations



### Clearing Arrangements

This firm does not hold or maintain funds or securities or provide clearing services for other broker-dealer(s).

### Introducing Arrangements

This firm does refer or introduce customers to other brokers and dealers.

<b>Name:</b>	HEROLD & LANTERN INVESTMENTS, INC.
<b>CRD #:</b>	30996
<b>Business Address:</b>	35 PINELAWN ROAD SUITE 101E MELVILLE, NY 11747
<b>Effective Date:</b>	11/03/2020
<b>Description:</b>	BRADLEY WOODS & CO. LTD. CLEARS THROUGH HEROLD & LANTERN INVESTMENTS, INC, INC. WHICH IN TURN CLEARS THROUGH PERSHING LLC THROUGH A PIGGYBACK AGREEMENT

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## Firm Operations

### Industry Arrangements



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**This firm does have books or records maintained by a third party.**

**Name:** HEROLD & LANTERN INVESTMENTS, INC.

**CRD #:** 30996

**Business Address:** 35 PINELAWN ROAD  
SUITE 101E  
MELVILLE, NY 11747

**Effective Date:** 11/03/2020

**Description:** BRADLEY WOODS & CO. LTD. CLEARS THROUGH HEROLD & LANTERN INVESTMENTS, INC, INC. WHICH IN TURN CLEARS THROUGH PERSHING LLC THROUGH A PIGGYBACK AGREEMENT

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**This firm does have accounts, funds, or securities maintained by a third party.**

**Name:** HEROLD & LANTERN INVESTMENTS, INC.

**CRD #:** 30996

**Business Address:** 35 PINELAWN ROAD  
SUITE 101E  
MELVILLE, NY 11747

**Effective Date:** 11/03/2020

**Description:** BRADLEY WOODS & CO. LTD. CLEARS THROUGH HEROLD & LANTERN INVESTMENTS, INC, INC. WHICH IN TURN CLEARS THROUGH PERSHING LLC THROUGH A PIGGYBACK AGREEMENT

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**This firm does have customer accounts, funds, or securities maintained by a third party.**

**Name:** HEROLD & LANTERN INVESTMENTS, INC.

**CRD #:** 30996

**Business Address:** 35 PINELAWN ROAD  
SUITE 101E  
MELVILLE, NY 11747

**Effective Date:** 11/03/2020

**Description:** BRADLEY WOODS & CO. LTD. CLEARS THROUGH HEROLD & LANTERN INVESTMENTS, INC, INC. WHICH IN TURN CLEARS THROUGH PERSHING LLC THROUGH A PIGGYBACK AGREEMENT

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**Control Persons/Financing**

**This firm does not have individuals who control its management or policies through agreement.**

## Firm Operations

### Industry Arrangements (continued)



This firm does not have individuals who wholly or partly finance the firm's business.



## Firm Operations

### Organization Affiliates

This section provides information on control relationships the firm has with other firms in the securities, investment advisory, or banking business.

**This firm is not, directly or indirectly:**

- in control of
  - controlled by
  - or under common control with
- the following partnerships, corporations, or other organizations engaged in the securities or investment advisory business.**

**This firm is not directly or indirectly, controlled by the following:**

- bank holding company
- national bank
- state member bank of the Federal Reserve System
- state non-member bank
- savings bank or association
- credit union
- or foreign bank



Disclosure Events

All firms registered to sell securities or provide investment advice are required to disclose regulatory actions, criminal or civil judicial proceedings, and certain financial matters in which the firm or one of its control affiliates has been involved. For your convenience, below is a matrix of the number and status of disclosure events involving this brokerage firm or one of its control affiliates. Further information regarding these events can be found in the subsequent pages of this report.

	Pending	Final	On Appeal
Regulatory Event	0	1	0





## Disclosure Event Details

### What you should know about reported disclosure events:

1. **BrokerCheck provides details for any disclosure event that was reported in CRD. It also includes summary information regarding FINRA arbitration awards in cases where the brokerage firm was named as a respondent.**
2. **Certain thresholds must be met before an event is reported to CRD, for example:**
  - A law enforcement agency must file formal charges before a brokerage firm is required to disclose a particular criminal event.
3. **Disclosure events in BrokerCheck reports come from different sources:**
  - Disclosure events for this brokerage firm were reported by the firm and/or regulators. When the firm and a regulator report information for the same event, both versions of the event will appear in the BrokerCheck report. The different versions will be separated by a solid line with the reporting source labeled.
4. **There are different statuses and dispositions for disclosure events:**
  - A disclosure event may have a status of *pending*, *on appeal*, or *final*.
    - A "pending" event involves allegations that have not been proven or formally adjudicated.
    - An event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
    - A "final" event has been concluded and its resolution is not subject to change.
  - A final event generally has a disposition of *adjudicated*, *settled* or *otherwise resolved*.
    - An "adjudicated" matter includes a disposition by (1) a court of law in a criminal or civil matter, or (2) an administrative panel in an action brought by a regulator that is contested by the party charged with some alleged wrongdoing.
    - A "settled" matter generally involves an agreement by the parties to resolve the matter. Please note that firms may choose to settle customer disputes or regulatory matters for business or other reasons.
    - A "resolved" matter usually involves no payment to the customer and no finding of wrongdoing on the part of the individual broker. Such matters generally involve customer disputes.
5. **You may wish to contact the brokerage firm to obtain further information regarding any of the disclosure events contained in this BrokerCheck report.**

### Regulatory - Final

This type of disclosure event involves (1) a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, self-regulatory organization, federal regulator such as the U.S. Securities and Exchange Commission, foreign financial regulatory body) for a violation of investment-related rules or regulations; or (2) a revocation or suspension of the authority of a brokerage firm or its control affiliate to act as an attorney, accountant or federal contractor.

#### Disclosure 1 of 1

**Reporting Source:** Regulator

**Current Status:** Final

**Allegations:**

WITHOUT ADMITTING OR DENYING THE FINDINGS, THE FIRM CONSENTED TO THE SANCTIONS AND TO THE ENTRY OF FINDINGS THAT IT FAILED TO ESTABLISH AND MAINTAIN A SUPERVISORY SYSTEM, INCLUDING WSPS, REASONABLY DESIGNED TO ACHIEVE COMPLIANCE WITH FINRA'S RULES CONCERNING OUTSIDE BUSINESS ACTIVITIES (OBAS). THE FINDINGS STATED THAT, WITH RESPECT TO OBAS, THE FIRM'S WSPS DID NOT REQUIRE REPRESENTATIVES TO PROVIDE WRITTEN NOTICE OF THEIR OBAS TO THE FIRM. THE WSPS ALSO FAILED TO ADDRESS THE REQUIREMENTS THAT THE FIRM REVIEW OBAS TO DETERMINE WHETHER THE ACTIVITY IS MORE PROPERLY CHARACTERIZED AS A PRIVATE SECURITIES TRANSACTION (PST) AND KEEP RECORDS REFLECTING THE REVIEW OF OBAS. THE FINDINGS ALSO STATED THAT THE FIRM FAILED TO REASONABLY AND TIMELY REVIEW AND EVIDENCE THE REVIEW OF OBAS THAT THE FIRM'S REPRESENTATIVES ENGAGED IN AND DISCLOSED, AND TIMELY AMEND REPRESENTATIVES' FORMS U4 TO DISCLOSE OBAS. SPECIFICALLY, THE FIRM FAILED TO DOCUMENT ANY REVIEW OF 14 OBAS, TIMELY DOCUMENT THE REVIEW OF EIGHT OBAS, AND DOCUMENT A REASONABLE REVIEW OF 11 OBAS. IN PARTICULAR, THE FIRM'S CHIEF COMPLIANCE OFFICER'S ANALYSIS OF EACH OBA FAILED TO PROVIDE WHAT FACTORS HE CONSIDERED IN REVIEWING THE OBAS TO DETERMINE IF IT WAS APPROPRIATE FOR THE REPRESENTATIVES TO ENGAGE IN THEM WHILE AT THE FIRM, WHETHER SPECIFIC CONDITIONS OR LIMITATIONS SHOULD BE IMPOSED ON THE OBAS, AND ANY FACTORS HE CONSIDERED TO ENSURE THAT THE ACTIVITIES WERE PROPERLY CHARACTERIZED AS OBAS AND NOT PSTS. IN ADDITION, THE FIRM FAILED TO TIMELY UPDATE THE FORMS U4 FOR REPRESENTATIVES TO REFLECT THEIR INVOLVEMENT WITH OBAS, WITH THE DELAYS IN AMENDING THE REPRESENTATIVES' FORM U4S RANGING FROM TWO MONTHS TO MORE THAN ONE YEAR. THE FINDINGS ALSO INCLUDED THAT THE FIRM FAILED TO ESTABLISH AND MAINTAIN A SUPERVISORY SYSTEM, INCLUDING WSPS, REASONABLY DESIGNED TO ACHIEVE COMPLIANCE WITH DUE DILIGENCE AND FILING OBLIGATIONS FOR PRIVATE PLACEMENTS. THE FIRM'S WSPS DID NOT ADDRESS THE FINRA PRIVATE PLACEMENT RULE'S FILING REQUIREMENTS. IN ADDITION, WITH RESPECT TO DUE DILIGENCE, ALTHOUGH THE WSPS OUTLINED CATEGORIES OF INFORMATION THAT THE FIRM SHOULD TYPICALLY COLLECT WITH RESPECT TO PRIVATE PLACEMENTS, THE WSPS DID NOT STATE HOW THE FIRM'S REVIEW OF THOSE MATERIALS SHOULD BE CONDUCTED OR MEMORIALIZED. FINRA FOUND THAT THE FIRM FAILED TO SUBMIT A COPY OF ANY PRIVATE PLACEMENT MEMORANDA, TERM SHEET OR OTHER OFFERING DOCUMENT TO FINRA WITHIN 15 DAYS OF THE FIRST DATE OF SALE OF CERTAIN PRIVATE PLACEMENTS. THE FIRM ALSO FAILED TO EVIDENCE A REASONABLE DUE DILIGENCE REVIEW OF THE PRIVATE PLACEMENTS. ALTHOUGH THE FIRM COLLECTED CERTAIN DOCUMENTS AND INFORMATION RELATED TO THE OFFERINGS, THE FIRM DID NOT



MEMORIALIZE HOW THE DUE DILIGENCE WAS CONDUCTED NOR DID IT DOCUMENT ITS CONCLUSIONS WITH RESPECT TO THE MERITS OF THE OFFERINGS.

**Initiated By:** FINRA

**Date Initiated:** 05/14/2021

**Docket/Case Number:** 2018056458801

**Principal Product Type:** Other

**Other Product Type(s):** PRIVATE PLACEMENTS

**Principal Sanction(s)/Relief Sought:**

**Other Sanction(s)/Relief Sought:**

**Resolution:** Acceptance, Waiver & Consent(AWC)

**Resolution Date:** 05/14/2021

**Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?** No

**Sanctions Ordered:** Censure  
Monetary/Fine \$50,000.00

**Other Sanctions Ordered:**

**Sanction Details:** THE FIRM WAS CENSURED AND FINED \$50,000, OF WHICH \$10,000 IS JOINTLY AND SEVERALLY WITH THE FIRM'S OWNER. FINE PAID IN FULL ON AUGUST 5, 2021.

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**Reporting Source:** Firm

**Current Status:** Final

**Allegations:** WITHOUT ADMITTING OR DENYING THE FINDINGS, THE FIRM CONSENTED TO THE SANCTIONS AND TO THE ENTRY OF FINDINGS THAT IT FAILED TO ESTABLISH AND MAINTAIN A SUPERVISORY SYSTEM, INCLUDING WSPS, REASONABLY DESIGNED TO ACHIEVE COMPLIANCE WITH FINRA'S RULES CONCERNING OUTSIDE BUSINESS ACTIVITIES (OBAS). THE FINDINGS ALSO INCLUDED THAT THE FIRM FAILED TO ESTABLISH AND MAINTAIN A SUPERVISORY SYSTEM, INCLUDING WSPS, REASONABLY DESIGNED TO



ACHIEVE COMPLIANCE WITH DUE DILIGENCE AND FILING OBLIGATIONS FOR PRIVATE PLACEMENTS. THE FIRM'S WSPS DID NOT ADDRESS THE FINRA PRIVATE PLACEMENT RULE'S FILING REQUIREMENTS. FINRA FOUND THAT THE FIRM FAILED TO SUBMIT A COPY OF ANY PRIVATE PLACEMENT MEMORANDA, TERM SHEET OR OTHER OFFERING DOCUMENT TO FINRA WITHIN 15 DAYS OF THE FIRST DATE OF SALE OF CERTAIN PRIVATE PLACEMENTS.

**Initiated By:** FINRA

**Date Initiated:** 05/14/2021

**Docket/Case Number:** 2018056458801

**Principal Product Type:** Other

**Other Product Type(s):** PRIVATE PLACEMENTS

**Principal Sanction(s)/Relief Sought:**

**Other Sanction(s)/Relief Sought:**

**Resolution:** Acceptance, Waiver & Consent(AWC)

**Resolution Date:** 05/14/2021

**Sanctions Ordered:** Censure  
Monetary/Fine \$50,000.00

**Other Sanctions Ordered:**

**Sanction Details:** WITHOUT ADMITTING OR DENYING THE FINDINGS IN THE AWC, THE FIRM WAS CENSURED AND FINED \$50,000, OF WHICH \$10,000 IS JOINTLY AND SEVERALLY WITH THE FIRM'S OWNER. THERE WERE NO ALLEGATIONS OR FINDINGS OF INVESTOR HARM.

**End of Report**



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