

BrokerCheck Report

SONJA RUDD

CRD# 2683330

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When communicating online or investing with any professional, make sure you know who you're dealing with. [Imposters](#) might link to sites like BrokerCheck from [phishing](#) or similar scam websites, or through [social media](#), trying to steal your personal information or your money.

Please contact FINRA with any concerns.

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



For additional information about the contents of this report, please refer to the User Guidance or 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.



SONJA RUDD

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This broker is not currently registered.

Report Summary for this Broker

This report summary provides an overview of the broker's professional background and conduct. Additional information can be found in the detailed report.

Broker Qualifications

This broker is not currently registered.

This broker has passed:

- 0 Principal/Supervisory Exams
- 1 General Industry/Product Exam
- 1 State Securities Law Exam

Registration History

This broker was previously registered with the following securities firm(s):

- B

EDWARD JONES

CRD# 250

ST. LOUIS, MO

03/2002 - 07/2003
- B

ICBA SECURITIES

CRD# 24088

MEMPHIS, TN

05/1999 - 02/2000
- B

VINING SPARKS

CRD# 27502

MEMPHIS, TN

03/1999 - 02/2000

Disclosure Events

This broker has been involved in one or more disclosure events involving certain final criminal matters, regulatory actions, civil judicial proceedings, or arbitrations or civil litigations.

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

The following types of disclosures have been reported:

Type	Count
Regulatory Event	1

Broker Qualifications



Registrations

This section provides the self-regulatory organizations (SROs), states and U.S. territories the broker is currently registered and licensed with, the category of each registration, and the date on which the registration became effective. This section also provides, for each firm with which the broker is currently employed, the address of each branch where the broker works.

This broker is not currently registered.



Broker Qualifications

Industry Exams this Broker has Passed

This section includes all securities industry exams that the broker has passed. Under limited circumstances, a broker may attain a registration after receiving an exam waiver based on exams the broker has passed and/or qualifying work experience. Any exam waivers that the broker has received are not included below. A passed exam or exam waiver does not permit a broker to do business without an active SRO or state registration.

This individual has passed 0 principal/supervisory exams, 1 general industry/product exam, and 1 state securities law exam.

Principal/Supervisory Exams

Exam	Category	Date
No information reported.		

General Industry/Product Exams

Exam	Category	Date
B General Securities Representative Examination	Series 7	01/29/1996

State Securities Law Exams

Exam	Category	Date
B Uniform Securities Agent State Law Examination	Series 63	04/04/1996

Additional information about the above exams or other exams FINRA administers to brokers and other securities professionals can be found at www.finra.org/brokerqualifications/registeredrep/.

Broker Qualifications



Professional Designations

This section details that the representative has reported **0** professional designation(s).

No information reported.



Registration and Employment History

Registration History

The broker previously was registered with the following securities firms:

Registration Dates	Firm Name	CRD#	Branch Location
B 03/2002 - 07/2003	EDWARD JONES	250	ST. LOUIS, MO
B 05/1999 - 02/2000	ICBA SECURITIES	24088	MEMPHIS, TN
B 03/1999 - 02/2000	VINING SPARKS	27502	MEMPHIS, TN
B 06/1998 - 01/1999	MULTI-BANK SECURITIES, INC.	22098	SOUTHFIELD, MI
B 03/1996 - 09/1996	MORGENTHAU & ASSOCIATES, INC.	6586	FT. LAUDERDALE, FL
B 01/1996 - 02/1996	PARAGON CAPITAL CORPORATION	18555	EAST HANOVER, NJ

Employment History

This section provides up to 10 years of an individual broker's employment history as reported by the individual broker on the most recently filed Form U4.

Please note that the broker is required to provide this information only while registered with FINRA or a national securities exchange and the information is not updated via Form U4 after the broker ceases to be registered. Therefore, an employment end date of "Present" may not reflect the broker's current employment status.

Employment	Employer Name	Position	Investment Related	Employer Location
04/2001 - Present	EDWARD JONES	BRANCH OFFICE ADMINISTOR	Y	LIGHTHOSUE PT, FL, United States

Disclosure Events



What you should know about reported disclosure events:

- 1. **Disclosure events in BrokerCheck reports come from different sources:**
 - As mentioned at the beginning of this report, information contained in BrokerCheck comes from brokers, their employing firms, and regulators. When more than one source reports information for the same disclosure event, all versions of the event will appear in the BrokerCheck report. The different versions are separated by a solid line with the reporting source labeled.

For your convenience, below is a matrix of the number and status of regulatory disclosure events involving this broker. Further information regarding these events can be found in the subsequent pages of this report. You also may wish to contact the broker to obtain further information regarding these events.

	Final	On Appeal
Regulatory Event	1	0



Disclosure Event Details

This report provides the information exactly as it was reported to CRD and therefore some of the specific data fields contained in the report may be blank if the information was not provided to CRD.

Regulatory - Final

This type of disclosure event involves a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, self-regulatory organization, federal regulator such as the Securities and Exchange Commission, foreign financial regulatory body) for a violation of investment-related rules or regulations.

Disclosure 1 of 1

Reporting Source:	Regulator
Regulatory Action Initiated By:	NASD
Sanction(s) Sought:	
Other Sanction(s) Sought:	
Date Initiated:	01/03/2005
Docket/Case Number:	CMS040224
Employing firm when activity occurred which led to the regulatory action:	EDWARD D. JONES & CO., L.P.
Product Type:	Other
Other Product Type(s):	UNSPECIFIED TYPE OF SECURITIES
Allegations:	VIOlation OF SECTION 10(B) OF THE SECURITIES EXCHANGE ACT OF 1934, AND RULE 10B-5 THEREUNDER; VIOLATION OF NASD CONDUCT RULES 2110, 2120, 2210, 2711(E), AND 3030. RUDD COMMITTED SECURITIES FRAUD BY DISTRIBUTING FALSE OR MISLEADING INVESTMENT OPTIONS AND RESEARCH REPORTS, WHICH INCLUDED FRAUDULENT AND DECEPTIVE REPRESENTATIONS AND OMISSIONS OF MATERIAL FACTS ABOUT THE SPECULATIVE, LOW-PRICED SECURITIES SHE COVERED; CIRCULATED FALSE AND MISLEADING COMMUNICATIONS TO THE INVESTING PUBLIC THROUGH HER INVESTMENT OPINIONS THAT WERE NOT BASED ON PRINCIPLES OF FAIR DEALING AND GOOD FAITH, WERE NOT FAIR BALANCED, AND DID NOT PROVIDE A SOUND BASIS FOR EVALUATING THE FACTS IN REGARD TO ANY PARTICULAR SECURITY OR TYPE OF SECURITY, INDUSTRY OR SERVICE. IN THE INVESTMENT OPINIONS, OMITTED MATERIAL FACTS OR QUALIFICATION THAT, IN THE LIGHT OF THE CONTEXT OF THE MATERIAL PRESENTED, CAUSED THE COMMUNICATION TO BE MISLEADING. RUDD'S STATEMENTS OR CLAIMS



WERE FALSE, EXAGGERATED, UNWARRANTED OR MISLEADING. RUDD PUBLISHED, CIRCULATED, OR DISTRIBUTED PUBLIC COMMUNICATIONS, OR CAUSED SUCH PUBLIC COMMUNICATIONS TO BE PUBLISHED, CIRCULATED OR DISTRIBUTED, THAT SHE KNEW, OR HAD REASON TO KNOW, CONTAINED UNTRUE STATEMENT OF A MATERIAL FACT OR WERE OTHERWISE FALSE OR MISLEADING. STATEMENTS PREDICTED OR PROJECTED PERFORMANCE, IMPLIED THAT PAST PERFORMANCE WILL RECUR OR MADE EXAGGERATED OR UNWARRANTED CLAIMS, OPINIONS, OR FORECASTS. RUDD PRODUCED ONLY FAVORABLE RESEARCH REPORTS; INVESTMENT OPINIONS OR RESEARCH REPORTS CONTAINED ONLY FAVORABLE RESEARCH, OPINIONS, OR NEWS ABOUT THE COMPANIES COVERED; DIRECTLY OR INDIRECTLY OFFERED FAVORABLE RESEARCH REPORTS AS CONSIDERATION OR INDUCEMENT FOR THE RECEIPT BY HER OF BUSINESS OR COMPENSATION; FAILED TO PROVIDE PROMPT WRITTEN NOTICE TO HER EMPLOYER OR HER OUTSIDE EMPLOYMENT IN THE FORM REQUIRED BY THE FIRM, THAT SHE WAS WORKING FOR AND BEING COMPENSATED BY THE MEMBER FIRM. FUTHERMORE, WHEN QUESTIONED SHE LIED AND DENIED ANY OUTSIDE EMPLOYMENT.

Current Status:

Final

Resolution:

Decision & Order of Offer of Settlement

Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?

No

Resolution Date:

02/23/2005

Sanctions Ordered:

Bar

Other Sanctions Ordered:**Sanction Details:**

WITHOUT ADMITTING OR DENYING THE ALLEGATIONS, RESPONDENT CONSENTED TO THE DESCRIBED SANCTION AND TO THE ENTRY OF FINDINGS; THEREFORE, SHE IS BARRED FROM ASSOCIATION WITH ANY NASD MEMBER FIRM IN ANY CAPACITY.

End of Report



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