

**UNITED STATES OF AMERICA**  
**Before the**  
**SECURITIES AND EXCHANGE COMMISSION**

**SECURITIES EXCHANGE ACT OF 1934**  
**Release No. 66374 / February 10, 2012**

**ADMINISTRATIVE PROCEEDING**  
**File No. 3-14757**

**In the Matter of**

**MARC J. RIVIELLO,**

**Respondent.**

**ORDER INSTITUTING  
ADMINISTRATIVE PROCEEDINGS  
PURSUANT TO SECTION 15(b) OF THE  
SECURITIES EXCHANGE ACT OF 1934,  
MAKING FINDINGS, AND IMPOSING  
REMEDIAL SANCTIONS**

**I.**

The Securities and Exchange Commission (“Commission”) deems it appropriate and in the public interest that public administrative proceedings be, and hereby are, instituted pursuant to Section 15(b) of the Securities Exchange Act of 1934 (“Exchange Act”) against Marc J. Riviello (“Respondent”).

**II.**

In anticipation of the institution of these proceedings, Respondent has submitted an Offer of Settlement (the “Offer”) which the Commission has determined to accept. Solely for the purpose of these proceedings and any other proceedings brought by or on behalf of the Commission, or to which the Commission is a party, and without admitting or denying the findings herein, except as to the Commission’s jurisdiction over him and the subject matter of these proceedings, and the findings contained in Section III.2 and III.4 below, which are admitted, Respondent consents to the entry of this Order Instituting Administrative Proceedings Pursuant to Section 15(b) of the Securities Exchange Act of 1934, Making Findings, and Imposing Remedial Sanctions (“Order”), as set forth below.

**III.**

On the basis of this Order and Respondent’s Offer, the Commission finds that:

1. Riviello was the majority owner of AIS Financial, Inc. (“AIS”), a broker-dealer registered with the Commission and located in Irvine, California. From May 1, 2006

through June 30, 2008, Riviello was also a registered representative associated with AIS. Riviello, 52 years old, is a resident of Redwood City, California.

2. On February 3, 2012, a final judgment was entered by consent against Riviello, permanently enjoining him from future violations of Sections 5(a), 5(c), and 17(a) of the Securities Act of 1933, Section 10(b) of the Exchange Act and Rule 10b-5 thereunder in the civil action entitled *Securities and Exchange Commission v. Pawel Dynkowski, et al.*, Civil Action Number 1:09-CV-361, in the United States District Court for the District of Delaware.

3. The Commission's complaint alleged that, in connection with a fraudulent scheme involving the stock of Asia Global Holdings, Inc. ("Asia Global"), Riviello:

- a) Arranged for AIS to open a series of nominee accounts for the purpose of selling unregistered shares of Asia Global into the public markets;
- b) executed orders to sell millions of shares of Asia Global stock held in these accounts; and
- c) knew (or was reckless in not knowing) that these actions were for the purpose of furthering the fraudulent scheme.

4. On April 27, 2010, Riviello pleaded guilty to one count of conspiracy to engage in monetary transactions in property derived from specified unlawful activity in violation of Title 18 United States Code, Sections 1957 and 1956(h) before the United States District Court for the District of Delaware, in *United States v. Marc Riviello*, Crim. Action No. 09-23-SLR. On August 11, 2011, a judgment in the criminal case was entered against Riviello. He was sentenced to eight months in prison and ordered to pay a criminal forfeiture of \$107,000.

5. The count of the criminal information to which Riviello pleaded guilty alleged, *inter alia*, that:

- a) Riviello agreed to receive certain funds from one member of a scheme to commit securities fraud and transport them to another member of the scheme;
- b) Riviello did in fact transport the funds in this manner;
- c) these funds represented a portion of the proceeds of the sale of a security in violation of Section 10(b) of the Exchange Act and Rule 10b-5 thereunder;
- d) these funds constituted property derived from a conspiracy to commit securities fraud; and

e) Riviello engaged in these actions knowingly.

#### IV.

In view of the foregoing, the Commission deems it appropriate and in the public interest to impose the sanctions agreed to in Respondent Riviello's Offer.

Accordingly, it is hereby ORDERED pursuant to Section 15(b)(6) of the Exchange Act that Respondent Riviello be, and hereby is barred from association with any broker, dealer, investment adviser, municipal securities dealer, municipal advisor, transfer agent, or nationally recognized statistical rating organization; and barred from participating in any offering of a penny stock, including: acting as a promoter, finder, consultant, agent or other person who engages in activities with a broker, dealer or issuer for purposes of the issuance or trading in any penny stock, or inducing or attempting to induce the purchase or sale of any penny stock.

Any reapplication for association by the Respondent will be subject to the applicable laws and regulations governing the reentry process, and reentry may be conditioned upon a number of factors, including, but not limited to, the satisfaction of any or all of the following: (a) any disgorgement ordered against the Respondent, whether or not the Commission has fully or partially waived payment of such disgorgement; (b) any arbitration award related to the conduct that served as the basis for the Commission order; (c) any self-regulatory organization arbitration award to a customer, whether or not related to the conduct that served as the basis for the Commission order; and (d) any restitution order by a self-regulatory organization, whether or not related to the conduct that served as the basis for the Commission order.

By the Commission.

Elizabeth M. Murphy  
Secretary