



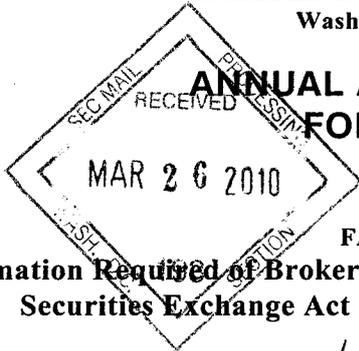
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UNITED STATES

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

BP 3/30

OMB APPROVAL	
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**ANNUAL AUDITED REPORT
FORM X-17A-5
PART III**

SEC FILE NUMBER
8-023728

FACING PAGE

Information Required of Brokers and Dealers Pursuant to Section 17 of the Securities Exchange Act of 1934 and Rule 17a-5 Thereunder

REPORT FOR THE PERIOD BEGINNING 02/01/09 AND ENDING 01/31/10
MM/DD/YY MM/DD/YY

A. REGISTRANT IDENTIFICATION

NAME OF BROKER-DEALER: MARK BOYAR + COMPANY, INC.

OFFICIAL USE ONLY
FIRM I.D. NO.

ADDRESS OF PRINCIPAL PLACE OF BUSINESS: (Do not use P.O. Box No.)

35 EAST 21ST STREET SUITE 8 EAST

(No. and Street)

NEW YORK

(City)

NY

(State)

10010-6212

(Zip Code)

NAME AND TELEPHONE NUMBER OF PERSON TO CONTACT IN REGARD TO THIS REPORT

MARK A. BOYAR

212-995-8300

(Area Code - Telephone Number)

B. ACCOUNTANT IDENTIFICATION

INDEPENDENT PUBLIC ACCOUNTANT whose opinion is contained in this Report*

GALLO + COMPANY, CPA'S LLP

(Name - if individual, state last, first, middle name)

420 JERICHO TPK, JERICHO

(Address)

(City)

NY

(State)

11753

(Zip Code)

CHECK ONE:

- Certified Public Accountant
- Public Accountant
- Accountant not resident in United States or any of its possessions.

FOR OFFICIAL USE ONLY

*Claims for exemption from the requirement that the annual report be covered by the opinion of an independent public accountant must be supported by a statement of facts and circumstances relied on as the basis for the exemption. See Section 240.17a-5(e)(2)

SEC 1410 (06-02)

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OATH OR AFFIRMATION

I, MARK A. BOYAR, swear (or affirm) that, to the best of my knowledge and belief the accompanying financial statement and supporting schedules pertaining to the firm of MARK BOYAR + COMPANY, INC., as of JANUARY 31, 2010, are true and correct. I further swear (or affirm) that neither the company nor any partner, proprietor, principal officer or director has any proprietary interest in any account classified solely as that of a customer, except as follows:

Mark A Boyar
Signature

MARK A. BOYAR, PRESIDENT
Title

Neil Schneider
Notary Public

NEIL SCHNEIDER
NOTARY PUBLIC, STATE OF NEW YORK
No. 01SC6065135
QUALIFIED IN NASSAU COUNTY
COMMISSION EXPIRES OCTOBER 9, 2013

This report ** contains (check all applicable boxes):

- (a) Facing Page.
- (b) Statement of Financial Condition.
- (c) Statement of Income (Loss).
- (d) Statement of ~~Changes in Financial Condition~~ CASH FLOW
- (e) Statement of Changes in Stockholders' Equity or Partners' or Sole Proprietors' Capital.
- (f) Statement of Changes in Liabilities Subordinated to Claims of Creditors.
- (g) Computation of Net Capital.
- (h) Computation for Determination of Reserve Requirements Pursuant to Rule 15c3-3.
- (i) Information Relating to the Possession or Control Requirements Under Rule 15c3-3.
- (j) A Reconciliation, including appropriate explanation of the Computation of Net Capital Under Rule 15c3-1 and the Computation for Determination of the Reserve Requirements Under Exhibit A of Rule 15c3-3.
- (k) A Reconciliation between the audited and unaudited Statements of Financial Condition with respect to methods of consolidation.
- (l) An Oath or Affirmation.
- (m) A copy of the SIPC Supplemental Report.
- (n) A report describing any material inadequacies found to exist or found to have existed since the date of the previous audit.

**For conditions of confidential treatment of certain portions of this filing, see section 240.17a-5(e)(3).



420 Jericho Turnpike,
Suite 101
Jericho, NY 11753
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Fax 516-681-4050

INDEPENDENT AUDITORS' REPORT

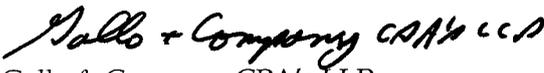
To the Board of Directors and
Shareholder of Mark Boyar & Company, Inc.

We have audited the accompanying balance sheet of Mark Boyar & Company, Inc. (a New York Corporation) as of January 31, 2010, and the related statements of income, changes in shareholder's equity and cash flows for the year then ended that you are filing pursuant to Rule 17a-5 under the Securities Exchange Act of 1934. These financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Mark Boyar & Company, Inc. at January 31, 2010, and the results of its operations and its cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

Our audit was conducted for the purpose of forming an opinion on the basic financial statements taken as a whole. The information contained on pages 10 through 12 is presented for purposes of additional analysis and is not a required part of the basic financial statements, but is supplementary information required by Rule 17a-5 under the Securities Exchange Act of 1934. Such information has been subjected to the auditing procedures applied in the audit of the basic financial statements and, in our opinion, is fairly stated in all material respects in relation to the basic financial statements taken as a whole.


Gallo & Company CPA's LLP
Jericho, New York

March 16, 2010

MARK BOYAR & COMPANY, INC.

Balance Sheet
January 31, 2010

ASSETS

Current Assets

Cash	\$ 795
Money market fund	451,904
Marketable securities	7,329
Prepaid taxes	8,632
Miscellaneous receivables	49,847
Deferred tax asset	<u>45,059</u>

Total Current Assets 563,566

Fixed and Other Assets

Furniture, fixtures and leasehold improvements less Accumulated depreciation of \$99,546	<u>13,662</u>
---	---------------

TOTAL ASSETS \$577,228

LIABILITIES AND STOCKHOLDER'S EQUITY

Current Liabilities

Accounts payable	<u>\$ 89,875</u>
------------------	------------------

Total Current Liabilities 89,875

Stockholder's Equity

Common stock (20,000 shares of stock authorized at \$0.01 per share, 1,000 shares issued and outstanding)	10
Additional paid in capital	3,990
Retained earnings	<u>483,353</u>

Total Stockholder's Equity 487,353

TOTAL LIABILITIES AND STOCKHOLDER'S EQUITY \$577,228

See Notes to Financial Statements.

MARK BOYAR & COMPANY, INC.

Statement of Income
For the Fiscal Year Ended January 31, 2010

REVENUES

Commission income	\$ 777,787
Commission income-soft dollar	216,571
Interest and dividend income	704
Loss on error account	(449)
Net unrealized loss from firm investments	<u>(427)</u>

TOTAL REVENUE 994,186

EXPENSES

Officer's salary	333,625
Employee's salaries	340,000
General & administrative expense	163,469
Payroll taxes	42,128
Rent	94,499
Depreciation	4,913
Regulatory fees and dues	<u>5,593</u>

TOTAL EXPENSES 984,227

Income Before Provision for Income Taxes 9,959

Provision for Income Taxes (18,886)

NET INCOME \$ 28,845

See Notes to Financial Statements

MARK BOYAR & COMPANY, INC.

Statement of Changes in Shareholder's Equity For the Fiscal Year Ended January 31, 2010

	<u>Total</u>	<u>Common Stock</u>	<u>Additional Paid In Capital</u>	<u>Retained Earnings</u>
Shareholder's Equity February 1, 2009	\$ 458,508	\$ 10	\$ 3,990	\$ 454,508
Net Gain	<u>28,845</u>	<u>-0-</u>	<u>-0-</u>	<u>28,845</u>
Shareholder's Equity January 31, 2010	<u>\$ 487,353</u>	<u>\$ 10</u>	<u>\$ 3,990</u>	<u>\$ 483,353</u>

See Notes to Financial Statements.

MARK BOYAR & COMPANY, INC.

Statement of Cash Flows
For the Fiscal Year Ended January 31, 2010

CASH FLOWS FROM OPERATING ACTIVITIES

Net Loss	
Adjustments to Reconcile Net Income to Net Cash provided	\$ 28,845
by operating activities:	
Depreciation	4,913
Decrease in prepaid taxes	4,709
Decrease in accounts payable	(3,105)
Increase in deferred tax asset	(30,928)
Increase in miscellaneous receivable	<u>(5,145)</u>
Net Cash Used By Operating Activities	<u>(711)</u>

CASH FLOWS FROM INVESTING ACTIVITIES

Increase in value of marketable securities	<u>(783)</u>
Net Cash Used In Investing Activities	<u>(783)</u>

NET INCREASE IN CASH AND CASH EQUIVALENTS (1,494)

CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR 454,193

CASH AND CASH EQUIVALENTS AT END OF YEAR \$ 452,699

SUPPLEMENTAL DISCLOSURES OF CASH FLOW INFORMATION

Cash Paid During the year for:	
Corporation Taxes	<u>\$ 7,333</u>

See Notes to Financial Statements.

MARK BOYAR & COMPANY, INC.

Notes to Financial Statements

January 31, 2010

Note 1- GENERAL BUSINESS

The primary sources of revenue are brokerage commissions, soft-dollar commissions and fees for research services. Mark Boyar & Company, Inc. (the "Company") clears all of its brokerage activity through a New York Stock Exchange member firm as an introducing broker and receives an agreed percentage of commissions earned.

Note 2- SIGNIFICANT ACCOUNTING POLICIES

Cash and Cash Equivalents

For the statement of cash flows, the Company includes cash on deposit and money market funds with maturities less than three months to be cash equivalents.

Investments

The Company carries all marketable securities at fair market value. The cost basis of marketable securities at January 31, 2010 is \$8,732.

Fixed Assets

Furniture, fixtures and equipment are carried at cost and are depreciated on an accelerated method with a useful life of five to seven years.

Leasehold improvements are being depreciated on a straight-line basis over a period of twenty years.

Certain Significant Estimates

Management uses estimates and assumptions in preparing financial statements in accordance with generally accepted accounting principles. Those estimates and assumptions affect the reported amounts of assets and liabilities, the disclosures of contingent assets and liabilities, and reported revenue and expenses. Actual results could vary from the estimates that were assumed in preparing the financial statements.

Note 3- INCOME TAXES

The Company prepares its income tax returns on the cash basis of accounting. As a result thereof, various items of revenue and expense will be recognized in different periods for book and tax accounting purposes. This has resulted in a \$45,059 deferred tax asset at January 31, 2010.

MARK BOYAR & COMPANY, INC.

Notes to Financial Statements

January 31, 2010

Note 4- REIMBURSED EXPENSES

Under an informal agreement, Boyar Asset Management, Inc., an affiliated company, and Mark Boyar & Company, Inc., they have reimbursed each other for certain operating expenses. For the year ended January 31, 2010, the amount of such net reimbursement received by the Company amounted to \$209,617.

Note 5- MINIMUM NET CAPITAL

As a registered broker-dealer, the Company is required to maintain certain minimum "net capital" as well as a ratio, whereby "net capital" exceeds the greater of \$5,000 or 6-2/3% of "aggregate indebtedness" as these terms are defined in accordance with the provisions of Rule 15c3-1 of the Securities Exchange Commission.

At January 31, 2010, the Company had "excess net capital" in the amount of \$352,243.

Retained earnings may be restricted as to the availability for the payment of dividends. Operations may be restricted in order to maintain the required "net capital" ratio as defined.

Should the company fail to maintain such capital requirements, it could be subject to sanction or possible suspension.

Note 6- FIXED ASSETS

As of January 31, 2010 fixed assets consist of the following:

	<u>Amount</u>
Equipment and Furniture	\$ 51,934
Leasehold Improvements	<u>61,274</u>
Total Fixed Assets	113,208
Less Accumulated Depreciation	<u>99,546</u>
Net Book Value	<u>\$ 13,662</u>

Note 7- INCOME TAXES

Income taxes are provided for the tax effects of transactions reported in the financial statements and consist of taxes currently due plus deferred taxes related primarily to the differences for financial and income tax reporting. The deferred tax assets represent the future tax return consequences of those differences, which will either be taxable or deductible when the assets are recovered.

The company has a net operating loss carry forward of \$18,078 as of January 31, 2010. Of this net operating loss carry forward, \$18,078 will expire in the year ending January 31, 2030.

MARK BOYAR & COMPANY, INC.

Notes to Financial Statements

January 31, 2010

Note 8 - FAIR VALUE MEASUREMENT

The Financial Accounting Standards Board's Accounting Standards Codification ("FASB ASC") defines fair value as the price that would be received upon sale of an asset or paid upon transfer of liability in orderly transaction between market participants at the measurement date and in the principal or most advantageous market for the asset or liability. The fair value should be calculated based on assumptions that market participants would use in pricing the asset or liability, not on assumptions specific to the entity.

The FASB ASC specifies a hierarchy of valuation techniques based upon whether the inputs to those valuation techniques reflect assumptions other market participants would use based upon market data obtained from independent sources (observable inputs). In accordance with the codification under GAAP, the following summarizes the fair value hierarchy:

Level 1 Inputs - Unadjusted quoted market prices for identical assets and liabilities in an active market that the Company has the ability to access.

Level 2 Inputs - Inputs, other than the quoted prices in active markets that are observable either directly or indirectly.

Level 3 Inputs - Inputs based on prices or valuation techniques that are both unobservable and significant to the overall fair value measurements.

The FASB ASC requires the use of observable market data, when available, in making fair value measurements. When inputs used to measure fair value fall within different levels of the hierarchy, the level within which the fair value measurement is categorized is based on the lowest level input that is significant to the fair value measurement.

Investments

	<u>2010</u>
<u>Level 1</u>	\$459,233
<u>Level 2</u>	-0-
<u>Level 3</u>	-0-
Total	<u>\$459,233</u>

Note 9 - SUBSEQUENT EVENTS

Effective June 30, 2009, the Company adopted ASC Topic 855, "Subsequent Events", which requires disclosure of the date through which the entity has evaluated subsequent events and whether that date represents the date the combined financial statements were issued or were available to be issued. The Management has evaluated material subsequent events through the date that these financial statements were available to be issued on March 16, 2010.

MARK BOYAR & COMPANY, INC.

Computation of Net Capital Pursuant to Uniform

Net Capital Rule 15c3-1

January 31, 2010

CREDITS

Shareholders equity	<u>\$ 487,353</u>
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DEBITS

Furniture, fixtures and leasehold improvements (net of accumulated depreciation)	13,662
Deferred tax asset	45,059
Prepaid taxes and miscellaneous receivables	<u>58,479</u>
	<u>117,200</u>

Net Capital before Haircuts on Securities Position	<u>370,153</u>
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Haircut on securities (computed, where applicable, pursuant to 15a3-1(f)):

Trading and Investment Securities

a. Other securities	2,199
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b. Money market & government funds @ 2%	<u>9,720</u>
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	<u>11,919</u>
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Net Capital	358,234
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Minimum net capital requirements of the greater of \$5,000 or 6-2/3% of aggregate indebtedness (Note 5)	<u>5,991</u>
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Excess in Net Capital	<u>\$ 352,243</u>
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Excess Net Capital at 1,000%	<u>\$ 349,246</u>
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Total Aggregate Indebtedness	<u>\$ 89,875</u>
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Percentage of Aggregate Indebtedness to Net Capital	<u>25.000%</u>
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Percentage of Debt to Debt-Equity Total Computed in Accordance with Rule 15c3-1(d)	
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See Notes to Financial Statements.

MARK BOYAR & COMPANY, INC.
Supplemental Report to the Accountants' Audited Report
For the Fiscal Year Ended January 31, 2010

15c3-3 Exemption

The Company has claimed exemption from Rule 15c3-3 based on the fact that all customer transactions are cleared through Pershing, LLC on a fully disclosed basis. In the opinion of the management of Mark Boyar & Company, Inc., the conditions of the Company's exemption from Rule 15c3-3 was complied with throughout the year ended January 31, 2010.

See Notes to Financial Statements.

MARK BOYAR & COMPANY, INC.

Reconciliation of Computation of Net Capital (Rule 15c3-1)
Pursuant to Rule 17a-5(d)(4)
January 31, 2010

There are no material differences between the Company's computation of net capital under Rule 15c3-1 and that shown on the schedule below, except for accruals and adjustments listed which resulted during the course of the audit. Such items resulted in the following differences:

Net Capital per Unaudited Focus Report	\$ 366,865
Adjustments to Net Capital:	
Prepaid taxes and rounding	<u>8,631</u>
Net Capital per Audited Focus Report	<u>\$ 358,234</u>

	Unaudited Focus <u>01/31/10</u>	Audited Focus <u>01/31/10</u>
Net Capital	\$ 366,865	\$ 358,234
Minimum Net Capital at 6-2/3% of AI	5,416	5,991
Excess Net Capital	361,449	352,243
Excess Capital at 1,000%	358,741	349,246
Total Aggregate Indebtedness (AI)	81,245	89,875
Percentage of AI to Net Capital	22.150%	25.090%

See Notes to Financial Statements.

**Report on Internal Control Structure Required by SEC Rule 17a-5
For a Broker-Dealer Claiming an Exemption from SEC Rule 15c3-3**
January 31, 2010

To the Board of Directors
and Shareholder of Mark Boyar & Company, Inc.

In planning and performing our audit of the financial statements and supplemental schedules of Mark Boyar & Company, Inc. (the "Company") for the year ended January 31, 2010, we considered its internal control structure, including procedures for safeguarding securities, in order to determine our auditing procedures for the purpose of expressing our opinion on the financial statements and not to provide assurance on the internal control structure.

Also, as required by Rule 17a-5(g)(1) of the Securities Exchange Commission (the "Commission"), we have made a study of the practices and procedures followed by the Company including tests of such practices and procedures that we considered relevant to the objectives stated in Rule 17a-5(g) in making the periodic computations of aggregate indebtedness (or aggregate debits) and net capital under Rule 17a-3(a)(11) and for determining compliance with the exemptive provisions of Rule 15c3-3. We did not review the practices and procedures followed by the Company in making quarterly securities examinations, counts, verifications and comparisons, and the recordation of differences required by rule 17a-13 or in complying with the requirements for prompt payment for securities under Section 8 of Regulation T of the Board of Governors of the Federal Reserve System, because the Company does not carry security accounts for customers or perform custodial functions relating to customer securities.

The management of the Company is responsible for establishing and maintaining an internal control structure and the practices and procedures referred to in the preceding paragraph. In fulfilling this responsibility, estimates and judgments by management are required to assess the expected benefits and related costs of internal control structure policies and procedures and of the practices and procedures referred to in the preceding paragraph and to assess whether those practices and procedures can be expected to achieve the Commission's above-mentioned objectives. Two of the objectives of an internal control structure and the practices and procedures are to provide management with reasonable, but not absolute, assurance that assets for which the Company has responsibility are safeguarded against loss from unauthorized use or disposition and transactions are executed in accordance with management's authorization and recorded properly to permit the preparation of financial statements in accordance with generally accepted accounting principles. Rule 17a-5(g) lists additional objectives of the practices and procedures listed in the preceding paragraph.

Because of inherent limitations in any internal control structure or the practices and procedures referred to above, errors or fraud may occur and not be detected. Also, projection of any evaluation of them to future periods is subject to the risk that they may become inadequate because of changes in conditions or that the effectiveness of their design and operation may deteriorate.

Our consideration of the internal control structure would not necessarily disclose all matters in the internal control structure that might be material weaknesses under standards established by the American Institute of Certified Public Accountants. A material weakness is a condition in which the design or operation of the specific internal control structure elements does not reduce to a relatively low level the risk that errors or fraud in amounts that would be material in relation to the financial statements being audited may occur and not be detected within a timely period by employees in the normal course of performing their assigned functions. However, we noted no matters involving the internal control structure, including procedures for safeguarding securities that we consider to be material weaknesses as defined above.

We understand that practices and procedures that accomplish the objective referred to in the second paragraph of this report are considered by the Commission to be adequate for its purposes in accordance with the Securities Exchange Act of 1934 and related regulations, and that practices and procedures that do not accomplish such objectives in all material respects indicate a material inadequacy for such purposes. Based on this understanding and on our study, we believe that the Company's practices and procedures were adequate at January 31, 2009, to meet the Commission's objectives.

This report is intended solely for the use of the Board of Directors, management, the Securities and Exchange Commission, and other regulatory agencies that rely on Rule 17a-5(g) under the Securities Exchange Act of 1934 in their regulation of registered brokers and dealers, and should not be used for any other purpose.


Gallo & Company CPA's LLP
Jericho, New York

March 16, 2010

MARK BOYAR & COMPANY, INC.
FINANCIAL STATEMENTS
JANUARY 31, 2010

MARK BOYAR & COMPANY, INC.

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