

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 68205 / November 9, 2012

Admin. Proc. File No. 3-14623

In the Matter of

LEADDOG CAPITAL MARKETS, LLC,
f/k/a LEADDOG CAPITAL PARTNERS, INC.,
CHRIS MESSALAS, and
JOSEPH LAROCCO, ESQ.

NOTICE THAT INITIAL DECISION HAS BECOME FINAL

The time for filing a petition for review of the initial decision in this proceeding has expired. No such petition has been filed by Leaddog Capital Markets, LLC, f/k/a Leaddog Capital Partners, Inc., Chris Messalas or Joseph Larocco, Esq., and the Commission has not chosen to review the decision on its own initiative.

Accordingly, notice is hereby given, pursuant to Rule 360(d) of the Commission's Rules of Practice,¹ that the initial decision of the administrative law judge² has become the final decision of the Commission with respect to Leaddog Capital Markets, LLC, f/k/a Leaddog Capital Partners, Inc., Chris Messalas, and Joseph Larocco, Esq. The orders contained in that decision are hereby declared effective. The orders required Leaddog Capital Markets, LLC, f/k/a Leaddog Capital Partners, Inc., Chris Messalas, and Joseph Larocco, Esq., to cease and desist from committing or causing any violations or future violations of Section 17(a) of the Securities Act, Section 10(b) of the Exchange Act and Rule 10b-5 thereunder, and Section 206(4) of the Advisers Act and Rule 206(4)-8 thereunder; further ordered that Leaddog, Messalas, and LaRocco, jointly and severally, disgorge \$220,572 plus prejudgment interest; and jointly and severally, pay a civil money penalty of \$130,000; barred Messalas and LaRocco from association with any broker, dealer, or investment adviser and prohibited them, permanently, from serving or acting as an employee, officer, director, member of an advisory board, investment adviser or depositor of, or principal underwriter for, a registered investment company or affiliated person of such investment adviser, depositor, or principal underwriter; and, LaRocco is denied, permanently, the privilege of appearing or practicing before the Commission as an attorney.

¹ 17 C.F.R. § 201.360(d).

² *Leaddog Capital Markets, LLC, f/n/a Leaddog Capital Partners, Inc., Chris Messalas, and Joseph Larocco, Esq.*, Initial Decision Release No. 468 (Sept. 14, 2012), __ SEC Docket __.

For the Commission, by the Office of the General Counsel, pursuant to delegated authority.

Elizabeth M. Murphy
Secretary