

Innovation Partners LLC: Form ADV, Part 2B Ira Michael Goodrich



INNOVATION PARTNERS LLC

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May 2, 2014

This Brochure provides information about the advisory personnel on whom you may rely for investment advice. Please contact IPLLC if you did not receive our Brochure (ADV Part 2A) or if you have any questions about the contents of this supplement. Additional information about IPLLC or advisory personnel is available on the SEC's website at www.advisorinfo.sec.gov.

Advisory Personnel

Ira Michael Goodrich

CRD#: 4555865

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Item 2- Educational Background and Business Experience

Ira Michael Goodrich

Date of Birth: March 6, 1957

University of Exeter – LL.M. International Business Legal Studies, International Business, Trade and Tax Law, 1983

Baylor University – Hankamer School of Business, Master of Business Administration, 1982

Baylor Law School – Doctor of Law (J.D.), 1981

Baylor University – Hankamer School of Business, Bachelor of Business Administration, Economics and Finance, 1979

Ira Michael Goodrich is a registered principal with FINRA and an Investment Advisor Representative with certain states. He passed the FINRA Series 7, 63, 24, 65, and 79 exams and is a licensed insurance agent in the state of Texas.

Ira Michael Goodrich is a Certified Public Accountant (CPA) and an Attorney-at-Law in the state of Texas.

Business Background:

Innovation Partners LLC: 07/2013 to Present – Registered Principal and Investment Advisor Representative

Goodrich Planning Strategies LLC: 7/2013 to present - President

View Capital Advisors, LLC: 05/2004 to 07/2013 – Managing Director

Bluffview Wealth Management: 10/2004 to 07/2011 – Managing Director

Deutsche Bank /Alex. Brown: 11/2000 to 04/2004 – Vice President

Item 3 – Disciplinary Information

Registered advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this item.

Item 4 – Other Business Activities

Ira Michael Goodrich is a registered principal, investment advisor representative and an insurance agent with Innovation Partners LLC. Mr. Goodrich is a Certified Public Accountant (CPA), Attorney-at-Law and holds an insurance license in the state Texas.

Innovation Partners LLC (IPLLC) is registered as a broker/dealer and registered investment advisor and is also a licensed Insurance agency. Our representatives are registered with IPLLC as registered representatives and or investment advisor representative and may also be licensed insurance agents. IPLLC and our representatives, acting in capacity as insurance agents, will earn commission-based compensation for selling insurance products such as life, health, and long term care products. Insurance commissions are separate from our advisory fees. This practice presents a conflict of interest where representatives providing investment advice on behalf of our firm and who are also insurance agents may have an incentive to recommend insurance products to clients for the purpose of generating commissions. In addition, IPLLC is a fiduciary and must act in the best interest of clients. Clients are under no obligation, contractually or otherwise, to purchase insurance products or any other products through IPLLC.

IPLLC and our representatives may recommend that clients use a third-party investment advisor ("TPIA") based on their needs and suitability. Prior to referring clients to third party advisors IPLLC ensures that the third-party advisors are duly licensed or notice filed with the Department of Corporations or other appropriate jurisdictions. IPLLC and our representatives may receive compensation from these TPIAs for recommending that clients use their services. This compensation generally takes the form of the TPIA sharing a percentage of the advisory fee the client pays to them with IPLLC and the respective representative.

These compensation arrangements present a conflict of interest because IPLLC and our representatives may have a financial incentive to recommend TPIAs that pay fees rather than those that don't. In addition, IPLLC and our representatives may have a conflict to refer clients to those TPIAs that pay higher fees over those that pay lower fees. Clients are not obligated, contractually or otherwise, to use the services of any TPIA that IPLLC or our representatives recommend.

IPLLC provides actuarial and other consulting services. The fees for such services are separate and apart from the advisory fees charged by IPLLC.

The actuarial and other consulting services that IPLLC provides include but are not limited to the following:

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- Actuarial Analysis
- Stochastic Analysis
- Risk Analysis
- Charitable Lead Annuity Tax Planning
- Structured Tax Planning
- Income and Withdrawal Planning
- Benefit and Compensation Planning
- Life, Health, and Disability Analysis
- Long Term Care Insurance Analysis
- Supplemental Executive Retirement Planning
- Estate and Gift Tax Planning
- Charitable Planning
 - Business Succession Planning

Item 5 – Additional Compensation

Registered Investment Advisors are required to disclose if the supervised person received an economic benefit from someone who is not a client for providing advisory services. No information is applicable to this item.

Item 6 – Supervision

The supervised person is monitored by the Chief Compliance Officer (CCO) through periodic sampling of archived emails, mandatory compliance meetings and ongoing review of marketing materials. The CCO is Patrick Sutherland.

Item 7 – Requirement for State Registered Advisors

Registered Investment Advisors are required to disclose whether the supervised person has been involved in any events related or otherwise being found liable to arbitration claims alleging damages in excess of \$2,500.00, civil or self-regulatory organization or administrative proceedings involving: investment or investment related activity, fraud, false statement (s) or omissions, theft, embezzlement, wrongful taking of property, bribery, forgery, counterfeiting, extortion, dishonest, unfair and unethical practices. No information is applicable to this item.

Registered Investment Advisors are required to disclose whether the supervised person has been the subject of a bankruptcy petition. No information is applicable to this item.