

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

**INVESTMENT ADVISERS ACT OF 1940**  
**Release No. 2990 / March 2, 2010**

**ADMINISTRATIVE PROCEEDING**  
**File No. 3-13799**

**In the Matter of**

**GRANT IVAN GRIEVE,**

**a/k/a GAD GRIEVE,**

**Respondent.**

**ORDER INSTITUTING ADMINISTRATIVE  
PROCEEDINGS PURSUANT TO SECTION  
203(f) OF THE INVESTMENT ADVISERS  
ACT OF 1940 AND NOTICE OF HEARING**

**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 203(f) of the Investment Advisers Act of 1940 (“Advisers Act”) against Grant Ivan Grieve, a/k/a Gad Grieve (“Respondent” or “Grieve”).

**II.**

After an investigation, the Division of Enforcement alleges that:

**A. RESPONDENT**

1. Grieve, age 49, is a citizen of South Africa and resident of Israel. Grieve is the ultimate managing principal of New York-based investment advisers Finvest Asset Management, LLC (“FAM”) and Finvest Fund Management, LLC (“FFM”),<sup>1</sup> which manage and advise, respectively, two hedge funds: Finvest Primer, L.P. (“Primer Fund”) and Finvest Yankee, L.P. (“Yankee Fund”). From 2004 through the present, Grieve, through FAM, has served as a principal, agent, control person of, and investment adviser to, the Primer Fund. From 2007 through the present, Grieve, through FAM and FFM, has served as a principal, agent, control person of, and

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<sup>1</sup> Neither FAM nor FFM is registered with the Commission as an investment adviser.

investment adviser to, the Yankee Fund. Grieve resided in New York, New York from approximately 2004 through late 2008.

**B. ENTRY OF THE INJUNCTIONS**

2. On January 27, 2010, the United States District Court for the Southern District of New York entered, by default, a judgment against Grieve, permanently restraining and enjoining him from future violations of Section 17(a) of the Securities Act of 1933, Section 10(b) of the Securities Exchange Act of 1934 and Rule 10b-5 thereunder, and Section 206(4) of the Advisers Act and Rule 206(4)-8 thereunder, in a civil action entitled Securities and Exchange Commission v. Grant Ivan Grieve, et al., Civil Action No. 09-Civ-1198.

3. The Commission's complaint alleges that Grieve, through FAM, fabricated and disseminated false financial information for the Primer Fund that was "certified" by a sham back-office administrator and phony auditing firm that Grieve himself created. The complaint also alleges that Grieve, through FAM and FFM, provided current and prospective investors in Primer Fund and Yankee Fund with false monthly account statements, newsletters, and fact sheets that materially overstated the funds' performance and assets. The complaint further alleges that, beginning in late 2008, Grieve engaged in similar misconduct overseas, including luring new investors and/or placating existing investors with counterfeit documents. According to related court filings by the Commission, Grieve, FAM, and FFM attracted more than \$50 million in investments between the two hedge funds.

**III.**

In view of the allegations made by the Division of Enforcement, the Commission deems it necessary and appropriate in the public interest that public administrative proceedings be instituted to determine:

A. Whether the allegations set forth in Section II are true and, in connection therewith, to afford Respondent an opportunity to establish any defenses to such allegations; and

B. What, if any, remedial action is appropriate in the public interest against Respondent pursuant to Section 203(f) of the Advisers Act.

**IV.**

IT IS ORDERED that a public hearing for the purpose of taking evidence on the questions set forth in Section III hereof shall be convened at a time and place to be fixed, and before an Administrative Law Judge to be designated by further order as provided by Rule 110 of the Commission's Rules of Practice, 17 C.F.R. § 201.110.

IT IS FURTHER ORDERED that Respondent shall file an Answer to the allegations contained in this Order within twenty (20) days after service of this Order, as provided by Rule 220 of the Commission's Rules of Practice, 17 C.F.R. § 201.220.

If Respondent fails to file the directed answer, or fails to appear at a hearing after being duly notified, Respondent may be deemed in default and the proceedings may be determined against him upon consideration of this Order, the allegations of which may be deemed to be true as provided by Rules 155(a), 220(f), 221(f) and 310 of the Commission's Rules of Practice, 17 C.F.R. §§ 201.155(a), 201.220(f), 201.221(f) and 201.310.

This Order shall be served forthwith upon Respondent personally, by certified, registered or Express Mail, or by any other means permitted by Rule 141(a)(2)(iv) of the Commission's Rules of Practice, 17 C.F.R. § 201.141(a)(2)(iv).

IT IS FURTHER ORDERED that the Administrative Law Judge shall issue an initial decision no later than 210 days from the date of service of this Order, pursuant to Rule 360(a)(2) of the Commission's Rules of Practice, 17 C.F.R. § 201.360(a)(2).

In the absence of an appropriate waiver, no officer or employee of the Commission engaged in the performance of investigative or prosecuting functions in this or any factually related proceeding will be permitted to participate or advise in the decision of this matter, except as witness or counsel in proceedings held pursuant to notice. Since this proceeding is not "rule making" within the meaning of Section 551 of the Administrative Procedure Act, it is not deemed subject to the provisions of Section 553 delaying the effective date of any final Commission action.

For the Commission, by its Secretary, pursuant to delegated authority.

Elizabeth M. Murphy  
Secretary