

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

**SECURITIES EXCHANGE ACT OF 1934**  
**Release No. 72859 / August 18, 2014**

**ADMINISTRATIVE PROCEEDING**  
**File No. 3-16019**

**In the Matter of**

**MATTHEW P. IONNO,**

**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 Matthew P. Ionno (“Ionno” or “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, Respondent admits the Commission’s jurisdiction over him and the subject matter of these proceedings, and the findings contained in Sections III.2 and III.4 below, and 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. Ionno, age 35, was a managing member/manager of Traders Café, LLC until he resigned on October 4, 2013. Ionno and his business partner established Traders Café, LLC in July 2012 to act as a broker-dealer for day-trading customers. Ionno and his business partner touted Traders Café's software trading platform, low commissions and fees, high leverage, and the safety and use of investors' assets and raised more than \$500,000 from investors. Instead of using these funds for their intended purpose, Ionno and his business partner misappropriated a majority of investors' funds for personal use. Ionno has never been registered with the Commission in any capacity.

2. On June 10, 2014, Ionno pled guilty to one count of conspiracy to commit wire fraud in violation of Title 18 United States Code, Section 371 before the United States District Court for the Middle District of Florida, in United States v. Matthew Pasquale Ionno, Case No. 8:14-cr-251-T-35TBM.

3. The count of the criminal information to which Ionno pled guilty alleged, inter alia, that in connection with Traders Café, Ionno conspired to devise a scheme and artifice to defraud and for obtaining money and property by means of materially false and fraudulent pretenses, representations, and promises, utilizing transmission by means of wire and radio communications in interstate commerce.

4. On June 30, 2014, a judgment was entered by consent against Ionno, permanently enjoining him from future violations of Sections 17(a) of the Securities Act of 1933 ("Securities Act"), and Sections 10(b) and 15(a) of the Exchange Act and Rule 10b-5 thereunder, in the civil action entitled Securities and Exchange Commission v. Matthew P. Ionno, Civil Action Number 8:14-cv-1488-T-35TBM, in the United States District Court for the Middle District of Florida.

5. The Commission's complaint alleged, inter alia, that, in connection with the purchase and sale of securities through Traders Café and the offer and sale of securities in Traders Café, Ionno misused and misappropriated investor funds, made material misrepresentations to customers and an investor, and unlawfully operated an unregistered broker-dealer.

### IV.

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

Accordingly, it is hereby ORDERED pursuant to Section 15(b) of the Exchange Act Respondent Ionno 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

Pursuant to Section 15(b)(6) of the Exchange Act Respondent Ionno be, and hereby is 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.

Jill M. Peterson  
Assistant Secretary