

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

**SECURITIES EXCHANGE ACT OF 1934**  
**Release No. 89345 / July 20, 2020**

**ADMINISTRATIVE PROCEEDING**  
**File No. 3-19887**

**In the Matter of**  
  
**Merlyn Curt Geisler,**  
  
**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 Merlyn Curt Geisler (“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, and without admitting or denying the findings herein, except as to the Commission’s jurisdiction over him and the subject matter of these proceedings and the findings contained in paragraph III.2 below, which are admitted, Respondent 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. Geisler was an officer and principal of Southcom Management, LLC and Geisco

FNF, LLC, and also an officer of Fidelity Asset Services Corporation. From January 2010 through November 2010, Geisler engaged in the business of effecting transactions in securities for the accounts of others but he was not registered as, or associated with, a broker or dealer registered with the Commission. Geisler, 66 years old, is a resident of Orange Park, Florida.

2. On June 29, 2020, a final judgment was entered by consent against Geisler, permanently enjoining him from future violations of Sections 5(a), 5(c), and 17(a) of the Securities Act of 1933 (“Securities Act”), Sections 10(b) and 15(a) of the Exchange Act and Rule 10b-5 promulgated thereunder, in the civil action entitled Securities and Exchange Commission v. Daniel Dirk Coddington, et al., Civil Action Number 13-CV-03363, in the United States District Court for the District of Colorado.

3. The Commission’s complaint alleges that, in the offer or sale, or in connection with the sale or purchase, of securities Geisler and others engaged in a scheme to defraud and made false and misleading statements to investors about a purported Collateralize Mortgage Obligations (“CMOs”) Trading Program, including that he had access to an equities trading platform that provided returns ranging from 250% to 475% annually, that the investors’ CMOs would serve as collateral for a loan with the proceeds to be invested in the trading platform and the CMOs would be returned after one year; but these representations were all false. The complaint alleges the defendants did not successfully hypothecate any CMOs or invest funds in an equities trading platform, and instead misappropriated investors’ funds and sold the CMOs. The complaint also alleges that Geisler engaged in the business of inducing or attempting to induce the purchase or sale of securities when he was not registered as, or associated with, a broker-dealer registered with the Commission. In addition, the complaint alleges that Geisler sold unregistered securities.

#### IV.

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

Accordingly, it is hereby ORDERED pursuant to Section 15(b)(6) of the Exchange Act, that Respondent Geisler 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 Geisler 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 the 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, compliance with the Commission’s order and payment of any

or all of the following: (a) any disgorgement or civil penalties ordered by a Court against the Respondent in any action brought by the Commission; (b) any disgorgement amounts ordered against the Respondent for which the Commission waived payment; (c) any arbitration award related to the conduct that served as the basis for the Commission order; (d) 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 (e) 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.

Vanessa A. Countryman  
Secretary