

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 89738 / September 2, 2020

ADMINISTRATIVE PROCEEDING
File No. 3-19954

In the Matter of

ANTON SENDEROV AND
LIOR BARBAZARA

Respondent.

ORDER INSTITUTING
ADMINISTRATIVE PROCEEDINGS
PURSUANT TO SECTION 15(b) OF THE
SECURITIES EXCHANGE ACT OF 1934,
MAKING FINDINGS, AND IMPOSING A
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 Anton Senderov and Lior Barbazara (“Respondents”).

II.

In anticipation of the institution of these proceedings, Respondents have submitted Offers 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 them and the subject matter of these proceedings and the findings contained in paragraph III.3 below, which are admitted, Respondents consent 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. Respondent, Anton Senderov ("Senderov") is a 34 year old Israeli citizen who, along with Respondent Lior Barbazara, owned, operated, and controlled internet binary options brokers LBinary and Ivory Option which engaged in the business of effecting transactions in securities, called binary options, for the account of others. Senderov and Barbazara also owned and directed the activities of LianTech Finance Marketing, Ltd ("LianTech"), an Israeli entity that solicited investors through the means or instrumentalities of interstate commerce for LBinary and Ivory Option.

2. Respondent, Lior Barbazara ("Barbazara") is a 37 year old Israeli citizen who, along with Senderov, owned and operated LBinary, Ivory Option, and LianTech.

3. Neither Senderov, Barbazara, LBinary, Ivory Option, nor LianTech have ever registered with the Commission as a broker or dealer or been associated with a broker or dealer registered with the Commission.

4. On October 9, 2019, the Commission filed a complaint against the Respondents in *Securities and Exchange Commission v. Senderov, et al.* (Case No, 19-cv-5242-RMP) in the United States District Court for the Eastern District of Washington. On August 27, 2020 the court entered, by consent, a final judgment permanently enjoining Respondents from, among other things, future violations of Section 5 of the Securities Act of 1933 ("Securities Act") [15 U.S.C. §§ 77e] and Sections 10(b), 15(b), and 20(b) of the Securities Exchange Act of 1934 (the "Exchange Act") [15 U.S.C. § 78j(b), 15 U.S.C. § 78o(b), 15 U.S.C. § 78t(b) respectively] .

5. The Commission's complaint alleged, among other things, that Respondents owned, operated, and were controlling persons of LBinary, Ivory Option, and LianTech which functioned as binary options brokers without being registered as a broker or dealer or associated with registered broker or dealer. The complaint further alleges that LBinary, Ivory Option, LianTech and their employees held themselves out as experienced "brokers" and investment professionals that provided advice and trading services on behalf of investors' best interest. According to the complaint these statements were false and misleading because the neither the LBinary or Ivory Option marketing materials nor the employees at the LianTech call center who solicited investors for LBinary and Ivory Option ever disclosed to investors (1) that the entities controlled by the Respondents were effectively the counterparties on every investor trade and that they earned money whenever investors *lost* money on those trades, (2) that LianTech employees were trained to use fake names, titles, and credentials and were either not experienced professionals capable of providing expert guidance to investors to help them make profitable binary options trades, or were not nearly as experienced as they claimed to be, and (3) that the so-called "brokers" had no incentive to help investors "succeed" but rather, were incentivized to obtain the largest possible deposit from investors and to deter withdrawals. Lastly, the complaint alleges that LianTech, LBinary, and Ivory Option engaged in unauthorized trading in investors'

accounts in order to trade away the balance of such accounts prior to processing withdrawal requests made by the investor-owner of the account.

IV.

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

Accordingly, it is hereby ORDERED pursuant to Section 15(b)(6) of the Exchange Act, that Respondents be, and hereby are barred from association with any broker, dealer, investment adviser, municipal securities dealer, municipal advisor, transfer agent, or nationally recognized statistical rating organization; and 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 Respondents 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 Respondents, 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.

Vanessa A. Countryman
Secretary