

funds from Wealth Pools. Park has never been registered in any capacity with the Commission and does not hold any securities license.

B. On March 15, 2010, a final judgment was entered by consent against Park enjoining him from violating Sections 5(a), 5(c) and 17(a)(1)-(3) of the Securities Act of 1933 and Sections 10(b) and 15(a) of the Exchange Act and Exchange Act Rule 10b-5 thereunder, in the civil action entitled Securities and Exchange Commission v. James H. Park, Case No. 6:09-CV-1137-Orl-19GJK, in the United States District Court for the Middle District of Florida.

C. The Commission's complaint in that action alleged that from at least March 2006 to December 2007, Park participated in a fraudulent, unregistered offering to more than 10,000 investors nationwide of securities in the form of "Associate" memberships in Wealth Pools. The complaint also alleges that Wealth Pools purported to be a multi-level marketing company selling an English and Spanish language tutorial DVD through a network of Associates around the world. Furthermore, the complaint alleges that in reality, Wealth Pools was nothing more than a fraudulent pyramid scheme destined to collapse. According to the complaint Park: (a) misled investors about Wealth Pools' business structure, the safety of the Wealth Pools investments, and the dilutive effect on the commissions of existing Associates by the constant addition of new ones; and (b) omitted disclosing to investors his significant role in a similar, prior pyramid scheme against which the Florida Attorney General filed a complaint.

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, Respondent James H. Park be, and hereby is, barred from association with any broker or dealer.

Any reapplication for association by 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 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.

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

Elizabeth M. Murphy
Secretary