



IAPD Report

John Logan Morris

CRD# 1061207

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Please contact FINRA with any concerns.



IAPD Information About Representatives

IAPD offers information on all current-and many former representatives. Investors are strongly encouraged to use IAPD to check the background of representatives before deciding to conduct, or continue to conduct, business with them.

What is included in a IAPD report?

IAPD reports for individual representatives include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards.

It is important to note that the information contained in an IAPD report may include pending actions or allegations that may be contested, unresolved or unproven. In the end, these actions or allegations may be resolved in favor of the representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

Where did this information come from?

The information contained in IAPD comes from the Investment Adviser Registration Depository (IARD) and FINRA's Central Registration Depository, or CRD, (see more on CRD below) and is a combination of:

- information the states require representatives and firms to submit as part of the registration and licensing process, and
- information that state regulators report regarding disciplinary actions or allegations against representatives.

How current is this information?

Generally, representatives are required to update their professional and disciplinary information in IARD within 30 days.

Need help interpreting this report?

For help understanding how to read this report, please consult NASAA's IAPD Tips page <http://www.nasaa.org/IAPD/IARReports.cfm>

What if I want to check the background of an Individual Broker or Brokerage Firm?

To check the background of an Individual Broker or Brokerage firm, you can search for the firm or individual in IAPD. If your search is successful, click on the link provided to view the available licensing and registration information in FINRA's BrokerCheck website.

Are there other resources I can use to check the background of investment professionals?

It is recommended that you learn as much as possible about an individual representative or Investment Adviser firm before deciding to work with them. Your state securities regulator can help you research individuals and certain firms doing business in your state. The contact information for state securities regulators can be found on the website of the North American Securities Administrators Association <http://www.nasaa.org>



Report Summary

John Logan Morris (CRD# 1061207)

The report summary provides an overview of the representative's professional background and conduct. The information contained in this report has been provided by the representative, investment adviser and/or securities firms, and/or securities regulators as part of the states' investment adviser registration and licensing process. The information contained in this report was last updated by the representative, a previous employing firm, or a securities regulator on **07/14/2025**.

CURRENT EMPLOYERS

Firm	CRD#	Registered Since
IA INTENTIONAL ASSET MANAGEMENT	CRD# 322991	12/09/2025

QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **2** jurisdiction(s).

Is this representative currently Inactive or Suspended with any regulator? **No**

Note: Not all jurisdictions require IAR registration or may have an exemption from registration. Additional information including this individual's qualification examinations and professional designations is available in the Detailed Report.

REGISTRATION HISTORY

This representative was previously registered with the following firm(s):

FIRM	CRD#	LOCATION	REGISTRATION DATES
B WM. H. MURPHY & CO., INC.	27274	Princeton, NJ	08/23/2016 - 03/07/2018
B I-BANKERS DIRECT, LLC	167533	BOCA RATON, FL	01/29/2016 - 06/06/2016
B V2V SECURITIES LLC	131849	New York, NY	12/19/2014 - 01/07/2016

For additional registration and employment history details as reported by the individual, refer to the Registration and Employment History section of the Detailed Report.

DISCLOSURE INFORMATION

Disclosure events include certain criminal charges and convictions, formal investigations and disciplinary actions initiated by regulators, customer disputes and arbitrations, and financial disclosures such as bankruptcies and unpaid judgments or liens.

Are there events disclosed about this representative? **Yes**

The following types of events are disclosed about this representative:

Type	Count
Customer Dispute	2





Qualifications

REGISTRATIONS

This section provides the SRO, states and U.S. territories in which the representative is currently registered and licensed, the category of each registration, and the date on which the registration becomes effective. This section also provides, for each firm with which the representative is currently employed, the address of each location where the representative works. This individual is currently registered with **2** jurisdiction(s) and **0** SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **INTENTIONAL ASSET MANAGEMENT**
Main Address: 12 EAST 49TH STREET
11TH FLOOR
NEW YORK, NY 10017-1012
Firm ID#: 322991

	Regulator	Registration	Status	Date
	New Jersey	Investment Adviser Representative	Approved	12/09/2025
	New York	Investment Adviser Representative	Approved	12/15/2025

Branch Office Locations

INTENTIONAL ASSET MANAGEMENT
12 EAST 49TH STREET
11TH FLOOR
NEW YORK, NY 10017-1012





Qualifications

PASSED INDUSTRY EXAMS



This section includes all industry exams that the representative has passed. Under limited circumstances, a representative may attain registration after receiving an exam waiver based on a combination of exams the representative has passed and qualifying work experience. Likewise a new exam requirement may be grandfathered based on a representative's specific qualifying work experience. Exam waivers and grandfathering are not included below.

This individual has passed 2 principal/supervisory exams, 4 general industry/product exams, and 2 state securities law exams.



Principal/Supervisory Exams

Exam	Category	Date
 General Securities Principal Sales Supervisor (S23)	Series 23	05/20/2005
 General Securities Sales Supervisor Examination (Options Module & General Module) (S8)	Series 8	04/30/1990

General Industry/Product Exams

Exam	Category	Date
 Securities Industry Essentials Examination (SIE)	SIE	03/07/2018
 Foreign Currency Options Examination (S15)	Series 15	09/16/1989
 National Commodity Futures Examination (S3)	Series 3	07/21/1984
 General Securities Representative Examination (S7)	Series 7	10/16/1982

State Securities Law Exams

Exam	Category	Date
 Uniform Investment Adviser Law Examination (S65)	Series 65	07/07/2025
 Uniform Securities Agent State Law Examination (S63)	Series 63	04/25/1990

PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.



Registration & Employment History

PREVIOUSLY REGISTERED WITH THE FOLLOWING FIRMS

This representative held registrations with the following firms:

	Registration Dates	Firm Name	ID#	Branch Location
B	08/23/2016 - 03/07/2018	WM. H. MURPHY & CO., INC.	CRD# 27274	Princeton, NJ
B	01/29/2016 - 06/06/2016	I-BANKERS DIRECT, LLC	CRD# 167533	BOCA RATON, FL
B	12/19/2014 - 01/07/2016	V2V SECURITIES LLC	CRD# 131849	New York, NY
B	02/14/2014 - 12/11/2014	BEDMINSTER FINANCIAL GROUP, LIMITED	CRD# 39916	HOLICONG, PA
IA	02/14/2013 - 01/17/2014	SNOWDEN CAPITAL ADVISORS LLC	CRD# 157299	NEW YORK, NY
B	04/04/2012 - 01/17/2014	SNOWDEN ACCOUNT SERVICES, INC.	CRD# 149794	NEW YORK, NY
B	07/13/2005 - 12/31/2011	MANAGED ACCOUNT SERVICES, LLC	CRD# 133803	WAYNE, PA
IA	09/19/2005 - 04/28/2011	CBF ADVISORS, LLC	CRD# 134079	PRINCETON, NJ
B	10/20/1982 - 03/02/2004	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	NEW YORK, NY
B	11/12/1982 - 01/20/1989	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	

EMPLOYMENT HISTORY

Below is the representative's employment history for up to the last 10 years.

Employment Dates	Employer Name	Position	Investment Related	Employer Location
07/2022 - Present	Intentional Funds LLC	Founder and Executive Chairman	Y	New York, NY, United States
02/2019 - Present	17 Asset Management	Founder and Executive Chairman	N	New York, NY, United States
01/2017 - 07/2022	SOCAP Global	Managing Partner & Board Member	N	New York, NY, United States
07/2016 - 12/2017	Wm. H. Murphy & Co., Inc.	Registered Representative	Y	Houston, TX, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
01/2016 - 06/2016	I-Bankers Direct LLC	Registered Representative	Y	New York, NY, United States

OTHER BUSINESS ACTIVITIES

This section includes information, if any, as provided by the representative regarding other business activities the representative is currently engaged in either as a proprietor, partner, officer, director, employee, trustee, agent, or otherwise. This section does not include non-investment related activity that is exclusively charitable, civic, religious, or fraternal and is recognized as tax exempt.

John Morris is the Founder and Executive Chairman of 17 Asset Management, the parent company for Intentional Funds. 17 Asset Management develops and manages investment strategies that align capital to impact, and it is through this work that Intentional Funds was developed and launched. John launched 17 AM in 2019 and Intentional Funds in 2022. The two firms share the same address: 12 East 49th Street, 11th Floor, New York, NY 10017. John's time is spent primarily at 17 Asset Management, where he focuses on consulting, product design, and stakeholder management. At Intentional Funds, John utilizes his experience and past relationships to introduce them to the leadership of Intentional Funds.



Disclosure Summary

Disclosure Information

What you should know about reported disclosure events:

(1) Certain thresholds must be met before an event is reported to IARD, for example:

- A law enforcement agency must file formal charges before an Investment Adviser Representative is required to report a particular criminal event.;
- A customer dispute must involve allegations that an Investment Adviser Representative engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.

(2) Disclosure events in IAPD reports come from different sources:

As mentioned in the "About IAPD" section on page 1 of this report, information contained in IAPD comes from Investment Adviser Representatives, firms and regulators. When more than one of these sources reports information for the same disclosure event, all versions of the event will appear in the IAPD report. The different versions will be separated by a solid line with the reporting source labeled.

(3) There are different statuses and dispositions for disclosure events:

- A disclosure event may have a status of *pending*, *on appeal*, or *final*.
 - A "pending" disclosure event involves allegations that have not been proven or formally adjudicated.
 - A disclosure event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
 - A "final" disclosure event has been concluded and its resolution is not subject to change.
- A final disclosure event generally has a disposition of *adjudicated*, *settled* or *otherwise resolved*.
 - An "adjudicated" matter includes a disposition by (1) a court of law in a criminal or civil matter, or (2) an administrative panel in an action brought by a regulator that is contested by the party charged with some alleged wrongdoing.
 - A "settled" matter generally represents a disposition wherein the parties involved in a dispute reach an agreement to resolve the matter. Please note that Investment Adviser Representatives and firms may choose to settle customer disputes or regulatory matters for business or other reasons.
 - A "resolved" matter usually includes a disposition wherein no payment is made to the customer or there is no finding of wrongdoing on the part of the Investment Adviser Representative. Such matters generally involve customer disputes.

(4) You may wish to contact the Investment Adviser Representatives to obtain further information regarding any of the disclosure events contained in this IAPD report.



DISCLOSURE EVENT DETAILS

When evaluating this information, please keep in mind that some items may involve pending actions or allegations that may be contested and have not been resolved or proven. The event may, in the end, be withdrawn, dismissed, resolved in favor of the Investment Adviser Representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to the Investment Adviser Registration Depository. Some of the specific data fields contained in the report may be blank if the information was not provided.

The following types of events are disclosed about this representative:

Type	Count
Customer Dispute	2

Customer Dispute

This section provides information regarding a customer dispute that was reported to the Investment Adviser Registration Depository (IARD) by the Investment Adviser Representative (IAR), an investment adviser and/or securities firm, and/or a securities regulator. The event may include a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit that contains allegations of sales practice violations against the individual.

The customer dispute may be pending or may have resulted in a civil judgment, arbitration award, monetary settlement, closure without action, withdrawal, dismissal, denial, or other outcome.

Disclosure 1 of 2

Reporting Source: Regulator

Employing firm when activities occurred which led to the complaint: MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED; MERRILL LYNCH, PIERCE, FENNER, & SMITH, INC

Allegations: ACCOUNT RELATED-NEGLIGENCE; BRCH OF FIDUCIARY DT; ACCOUNT RELATED - FAILURE TO SUPERVISE; ACCOUNT RELATED-BREACH OF CONTRACT

Product Type:

Alleged Damages:

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: UNKNOWN - CASE #93-04643

Date Notice/Process Served: 01/18/1994

Arbitration Pending? No

Disposition: Settled

Disposition Date: 06/01/1995

Disposition Detail: CASE CLOSED,SETTLED/OTHER ACTUAL/COMPENSATORY DAMAGES, RELIEF REQUEST IS WITHDRAWN/SETTLED/ETC, AWARD AMOUNT JOINTLY AND SEVERALLY; ACTUAL/COMPENSATORY DAMAGES, RELIEF REQUEST IS WITHDRAWN/SETTLED/ETC, AWARD AMOUNT JOINTLY AND SEVERALLY; INTEREST, RELIEF REQUEST IS WITHDRAWN/SETTLED/ETC, AWARD AMOUNT



JOINTLY AND SEVERALLY; OTHER COSTS, RELIEF REQUEST IS WITHDRAWN/SETTLED/ETC, AWARD AMOUNT JOINTLY AND SEVERALLY; ATTORNEY'S FEES, RELIEF REQUEST IS WITHDRAWN/SETTLED/ETC, AWARD AMOUNT JOINTLY AND SEVERALLY; PUNITIVE/EXEMPLARY DAMAGES, RELIEF REQUEST IS WITHDRAWN/SETTLED/ETC, AWARD AMOUNT JOINTLY AND SEVERALLY

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED; MERRILL LYNCH, PIERCE, FENNER, & SMITH, INC

Allegations: CLAIMANT SEEKS UNSPECIFIED DAMAGES IN EXCESS OF \$100,000 CHARGING THAT IT WAS SOLD AN INVESTMENT WITHOUT DISCLOSURE OF THE FACT THAT THE ISSUER'S PRESIDENT HAD FILED FOR PERSONAL BANKRUPTCY AND WAS DIVORCED, BOTH OF WHICH WERE SIGNIFICANT FACTS IN CLAIMANT'S PRINCIPAL'S MIND, AND THAT MERRILL LYNCH'S INTERNATIONAL TRUST SERVICES DEPARTMENT WAS SLOW IN MAKING CHANGES TO AARHUF'S DIRECTORSHIP, RESULTING IN AN INABILITY TO ACT ON INVESTMENT DECISIONS.

Product Type: Direct Investment(s) - DPP & LP Interest(s)

Alleged Damages:

Customer Complaint Information

Date Complaint Received:

Complaint Pending? No

Status: Arbitration/Reparation

Status Date: 06/01/1995

Settlement Amount:

Individual Contribution Amount:

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: NATIONAL ASSOCIATION OF SECURITIES DEALERS, INC.; 93-04643

Date Notice/Process Served: 01/18/1994

Arbitration Pending? No

Disposition: Settled

Disposition Date: 06/01/1995

Monetary Compensation Amount: \$25,000.00

Individual Contribution Amount: \$12,500.00

Broker Statement THIS CASE WAS SETTLED FOR \$25,000 FOR WHICH RESPONDENTS RECEIVED A RELEASE OF ANY AND ALL CLAIMS BY NAUTOR



INVESTMENT TRUST, INC. AARHUF LTD. AND [THIRD PARTY]. MR. MORRIS STRENUOUSLY DENIES ALL ALLEGATIONS OF WRONGDOING. CLAIMANTS WERE FULLY APPRISED OF ALL RELEVANT FACTS PERTAINING TO THE INVESTMENT. THIS MATTER WAS SETTLED IN ORDER TO AVOID THE COSTS AND UNCERTAINTIES OF ARBITRATION.

Disclosure 2 of 2

Reporting Source:

Individual

Employing firm when activities occurred which led to the complaint:

MERRILL LYNCH, PIERCE, FENNER & SMITH

Allegations:

[CUSTOMER], A RESIDENT OF LONDON, ENGLAND, BROUGHT AN ACTION AGAINST MERRILL LYNCH INT'L BANK LIMITED, A LONDON, ENGLAND BANK, AND MERRILL LYNCH & CO., INC. ALLEGING, INTER ALIA, UNSUITABILITY AND MISREPRESENTATIONS AS TO A 1985 CROSS-CURRENCY INTEREST RATE DIFFERENTIAL INVESTMENT EFFECTED THROUGH THE BANK. MORRIS, OF ML'S LONDON, ENGLAND OFFICE, WAS THE F/C WHO SERVICED [CUSTOMER]ACCOUNT AND INTRODUCED HIM TO THE BANK. LOSSES OF \$961,125 WERE CLAIMED.

Product Type:

Other

Other Product Type(s):

CROSS CURRENCY LOAN

Alleged Damages:

\$961,125.00

Customer Complaint Information

Date Complaint Received:**Complaint Pending?**

No

Status:

Arbitration/Reparation

Status Date:

04/03/1991

Settlement Amount:**Individual Contribution Amount:**

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.:

NATIONAL ASSOCIATION OF SECURITIES DEALERS, INC.; 89-01482

Date Notice/Process Served:

05/19/1989

Arbitration Pending?

No

Disposition:

Settled

Disposition Date:

04/03/1991

Monetary Compensation Amount:

\$500,000.00

Individual Contribution Amount:

\$0.00

Broker StatementSETTLED FOR \$500,000
SEVEN ARBITRATION HEARING SESSIONS HAVE



TRANSPIRED AND TWELVE MORE SESSIONS HAD BEEN SCHEDULED. IN VIEW OF THE COSTS OF BRINGING IN WITNESSES FROM EUROPE, AND THE UNPREDICTABILITY, DISTRACTION AND OTHER EXPENSES OF AN EXTENDED ARBITRATION HEARING, A DECISION WAS MADE TO SETTLE THE MATTER FOR \$500,000.



End of Report

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