



IAPD Report

TODD J. BARDEN

CRD# 2072385

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Qualifications	2 - 4
Registration and Employment History	5 - 6
Disclosure Information	7

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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

TODD J. BARDEN (CRD# 2072385)

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 **02/21/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	PRINCIPAL SECURITIES, INC.	CRD# 1137	06/05/2023
IA	PRINCIPAL SECURITIES, INC.	CRD# 1137	06/07/2023

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **9** 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	MORGAN STANLEY	149777	Milwaukee, WI	07/22/2016 - 03/06/2023
IA	MORGAN STANLEY	149777	Milwaukee, WI	07/22/2016 - 03/06/2023
B	UBS FINANCIAL SERVICES INC.	8174	BROOKFIELD, WI	10/13/2011 - 08/12/2016

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	3



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 **9** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **PRINCIPAL SECURITIES, INC.**
Main Address: 711 HIGH STREET
DES MOINES, IA 50392
Firm ID#: 1137

	Regulator	Registration	Status	Date
B	FINRA	General Securities Representative	Approved	06/05/2023
B	Alabama	Agent	Approved	06/06/2023
B	Arkansas	Agent	Approved	02/24/2025
B	California	Agent	Approved	06/06/2023
B	Florida	Agent	Approved	06/06/2023
B	Illinois	Agent	Approved	06/09/2023
B	Minnesota	Agent	Approved	06/08/2023
B	New York	Agent	Approved	09/23/2023
B	Texas	Agent	Approved	06/06/2023
IA	Texas	Investment Adviser Representative	Restricted Approval	06/07/2023
B	Wisconsin	Agent	Approved	06/06/2023
IA	Wisconsin	Investment Adviser Representative	Approved	06/07/2023

Branch Office Locations



Qualifications

PRINCIPAL SECURITIES, INC.

10361 W INNOVATION DR
STE 300
WAUWATOSA, WI 53226



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 0 principal/supervisory exams, 3 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
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No information reported.

General Industry/Product Exams

Exam	Category	Date
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B Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B General Securities Representative Examination (S7)	Series 7	04/12/2001
B Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	10/12/1990

State Securities Law Exams

Exam	Category	Date
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IA Uniform Investment Adviser Law Examination (S65)	Series 65	07/03/2001
B Uniform Securities Agent State Law Examination (S63)	Series 63	02/08/1991

PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **1** professional designation(s).

Certified Financial Planner

This representative holds or did hold **1** professional designation(s) that may have been used to qualify as an Investment Advisor representative. Please check with the appropriate designation authority for verification that the designation is still in effect. The contact information for these professional designation authorities can be found on the website for the North American Securities Administrators Association at <http://www.nasaa.org>



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	07/22/2016 - 03/06/2023	MORGAN STANLEY	CRD# 149777	Milwaukee, WI
IA	07/22/2016 - 03/06/2023	MORGAN STANLEY	CRD# 149777	Milwaukee, WI
B	10/13/2011 - 08/12/2016	UBS FINANCIAL SERVICES INC.	CRD# 8174	BROOKFIELD, WI
IA	10/13/2011 - 08/12/2016	UBS FINANCIAL SERVICES INC.	CRD# 8174	BROOKFIELD, WI
B	01/20/2010 - 10/17/2011	RAYMOND JAMES & ASSOCIATES, INC.	CRD# 705	DELAFIELD, WI
IA	01/20/2010 - 10/17/2011	RAYMOND JAMES & ASSOCIATES, INC.	CRD# 705	DELAFIELD, WI
IA	04/16/2001 - 01/20/2010	AXA ADVISORS, LLC	CRD# 6627	MILWAUKEE, WI
B	10/25/1990 - 01/20/2010	AXA ADVISORS, LLC	CRD# 6627	MILWAUKEE, WI
IA	01/13/2005 - 12/14/2005	MIDWEST PROFESSIONAL PLANNERS, LTD.	CRD# 112995	MILWAUKEE, WI
B	10/25/1990 - 01/05/2000	THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES	CRD# 4039	NEW YORK, NY

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
06/2023 - Present	Great Lakes Retirement Plan Consultants	Founder/Financial Owner	Y	Wauwatosa, WI, United States
06/2023 - Present	Principal Life Insurance Company	Agent	Y	Wauwatosa, WI, United States
06/2023 - Present	Principal Securities Inc	Registered Rep	Y	Wauwatosa, WI, United States
09/2016 - 05/2023	Morgan Stanley Private Bank, National Association	Financial Advisor	Y	New York, NY, United States
07/2016 - 05/2023	Morgan Stanley	Financial Advisor	Y	Milwaukee, WI, United States



Registration & Employment History

EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
10/2011 - 07/2016	UBS FINANCIAL SERVICES INC	FINANCIAL ADVISOR	Y	BROOKFIELD, WI, 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.

****The Plan Sponsor University (TPSU): Adjunct Lecturer.** Annual lecture at Marquette University educating people about the importance of having a financial plan (since 9/22/2016). Investment related: yes, part of the lecture is about investing and how that fits in a financial plan. No products are sold. 8 hours per month during securities trading hours. 1530 W Wisconsin Ave Milwaukee, WI 53233

****FIXED INSURANCE**

POSITION: Fixed Insurance NATURE: null INVESTMENT RELATED: Yes NUMBER OF HOURS: 1 SECURITIES TRADING HOURS: 1 START DATE: 08/29/2024
 ADDRESS: 10361 W Innovation Dr, Ste 300, Wauwatosa WI 53226, United States
 DESCRIPTION: Sales of fixed insurance products through various vendors to include fixed life, fixed annuities, di, ltc, group benefits, health, and medical.



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	3

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 3

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	AXA ADVISORS
Allegations:	CLIENTS ALLEGE MISREPRESENTATION IN THE SALE OF A VARIABLE ANNUITY. CLIENTS ARE REQUESTING THE FIRM TO RETURN THEIR INITIAL INVESTMENTS WITHOUT THE IMPOSITION OF PENALTIES OR SURRENDER FEES, MINUS ANY WITHDRAWALS. DAMAGES UNSPECIFIED.
Product Type:	Annuity-Variable
Alleged Damages:	\$0.00
Alleged Damages Amount Explanation (if amount not exact):	CLIENT DID NOT SPECIFY DAMAGES AMOUNT.
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	No

Customer Complaint Information

Date Complaint Received:	03/09/2010
Complaint Pending?	No
Status:	Settled
Status Date:	05/24/2010



Settlement Amount: \$21,698.76
Individual Contribution Amount: \$0.00
Firm Statement WITHOUT ADMITTING FAULT OR LIABILITY, THE PARTIES SETTLED THE MATTER. AXA-EQUITABLE AGREED TO CANCEL THE CONTRACTS AND REFUND THE TOTAL CONTRIBUTIONS. LOSS TO FIRM: \$21,698.76.

Reporting Source: Individual
Employing firm when activities occurred which led to the complaint: AXA ADVISORS
Allegations: CLIENTS ALLEGE MISREPRESENTATION IN THE SALE OF A VARIABLE ANNUITY. CLIENTS ARE REQUESTNG THE FIRM TO RETURN THEIR INITIAL INVESTMENTS WITHOUT THE IMPOSITION OF PENALTIES OR SURRENDER FEES, MINUS ANY WITHDRAWALS. DAMAGES UNSPECIFIED.
Product Type: Annuity-Variable
Alleged Damages: \$0.00
Alleged Damages Amount Explanation (if amount not exact): CLIENT DID NOT SPECIFY DAMAGES AMOUNT.
Is this an oral complaint? No
Is this a written complaint? Yes
Is this an arbitration/CFTC reparation or civil litigation? No

Customer Complaint Information

Date Complaint Received: 03/09/2010
Complaint Pending? No
Status: Settled
Status Date: 05/24/2010
Settlement Amount: \$21,698.76
Individual Contribution Amount: \$0.00
Broker Statement WITHOUT ADMITTING FAULT OR LIABILITY, THE FIRM AGREED TO CANCEL THE CONTRACTS AND REFUND THE TOTAL CONTRIBUTIONS. THE FINANCIAL ADVISOR DID NOT CONTRIBUTE TO THE SETTLEMENT.

Disclosure 2 of 3

Reporting Source: Individual
Employing firm when activities occurred which led to the complaint: EQUITABLE LIFE
Allegations: COUNSEL ALLEGES THE CLIENT WAS MISLED DURING THE SALE OF A 1999 ISSUE VARIABLE ANNUITY CONTRACT. COUNSEL FURTHER ALLEGES THE



CLIENT WAS MISINFORMED IN REGARDS TO WITHDRAWAL CHARGES AND ANNUITY FEES. COUNSEL REQUESTED THAT THE FIRM WAIVE THE \$12,748.43 WITHDRAWAL CHARGE AND REIMBURSE THE ANNUITY FEES CHARGED.

Product Type: Annuity-Variable

Alleged Damages: \$12,748.43

Is this an oral complaint? No

Is this a written complaint? Yes

Is this an arbitration/CFTC reparation or civil litigation? No

Customer Complaint Information

Date Complaint Received: 05/15/2001

Complaint Pending? No

Status: Settled

Status Date: 10/25/2001

Settlement Amount: \$40,945.38

Individual Contribution Amount: \$0.00

Broker Statement WITHOUT ADMITTING FAULT OR LIABILITY, THE FIRM AGREED TO CANCEL THE CONTRACTS AND REFUND THE TOTAL CONTRIBUTIONS. THE FINANCIAL ADVISOR DID NOT CONTRIBUTE TO THE SETTLEMENT.

Disclosure 3 of 3

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: EQUITABLE LIFE ASSURANCE SOCIETY OF THE U.S.

Allegations: CLIENT ALLEGES THAT THE AGENT MISREPRESENTED TO HIM THAT AFTER ONE YEAR OF PREMIUM PAYMENTS TO HIS VARIABLE LIFE POLICY HE COULD WITHDRAW FUNDS INVESTED AND EARNED AND ONLY PAY A 1% FEE. HE CLAIMS HE WAS NOT TOLD OF OTHER TAX LIABILITIES. THE CLIENT DID NOT SPECIFY ANY AMOUNT OF DAMAGES. I AM AN AGENT OF THE EQUITABLE LIFE ASSURANCE SOCIETY.

Product Type: Insurance

Alleged Damages: \$0.00

Customer Complaint Information

Date Complaint Received: 01/22/1998

Complaint Pending? No

Status: Closed/No Action
Denied

Status Date: 02/06/1998

Settlement Amount:



**Individual Contribution
Amount:**

Broker Statement

EQUITABLE FOUND NO BASIS TO THE CUSTOMER COMPLAINT. THE POLICY IS STILL ON THE BOOKS AND NO MONEY WAS REFUNDED TO THE CLIENT.



End of Report

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