



IAPD Report

MARK LAING LICHTENFELD

CRD# 2762708

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When communicating online or investing with any professional, make sure you know who you're dealing with. [Imposters](#) might link to sites like BrokerCheck from [phishing](#) or similar scam websites, or through [social media](#), trying to steal your personal information or your money.

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

MARK LAING LICHTENFELD (CRD# 2762708)

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 **05/16/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	TRANSCEND CAPITAL ADVISORS, LLC	CRD# 299723	01/14/2019

QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **1** 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	PURSHE KAPLAN STERLING INVESTMENTS	35747	Short Hills, NJ	01/09/2019 - 03/27/2020
B	UBS FINANCIAL SERVICES INC.	8174	FLORHAM PARK, NJ	02/13/2009 - 01/21/2019
IA	UBS FINANCIAL SERVICES INC.	8174	FLORHAM PARK, NJ	02/13/2009 - 01/21/2019

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	4



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 **1** jurisdiction(s) and **0** SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **TRANSCEND CAPITAL ADVISORS, LLC**

Main Address: 7 GIRALDA FARMS
SUITE 300
MADISON, NJ 07940

Firm ID#: 299723

Regulator	Registration	Status	Date
IA New Jersey	Investment Adviser Representative	Approved	01/14/2019

Branch Office Locations

TRANSCEND CAPITAL ADVISORS, LLC

7 GIRALDA FARMS
SUITE 300
MADISON, NJ 07940



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, 4 general industry/product exams, and 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
No information reported.		

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B Futures Managed Funds Examination (S31)	Series 31	08/25/2008
B National Commodity Futures Examination (S3)	Series 3	09/20/1996
B General Securities Representative Examination (S7)	Series 7	08/12/1996

State Securities Law Exams

Exam	Category	Date
IA Uniform Investment Adviser Law Examination (S65)	Series 65	08/19/1996
B Uniform Securities Agent State Law Examination (S63)	Series 63	08/19/1996

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	01/09/2019 - 03/27/2020	PURSHE KAPLAN STERLING INVESTMENTS	CRD# 35747	Short Hills, NJ
B	02/13/2009 - 01/21/2019	UBS FINANCIAL SERVICES INC.	CRD# 8174	FLORHAM PARK, NJ
IA	02/13/2009 - 01/21/2019	UBS FINANCIAL SERVICES INC.	CRD# 8174	FLORHAM PARK, NJ
B	01/13/2006 - 03/09/2009	CITIGROUP GLOBAL MARKETS INC.	CRD# 7059	MORRISTOWN, NJ
IA	01/13/2006 - 03/09/2009	CITIGROUP GLOBAL MARKETS INC.	CRD# 7059	MORRISTOWN, NJ
IA	05/20/2002 - 01/27/2006	RBC DAIN RAUSCHER INC.	CRD# 31194	FLORHAM PARK, NJ
B	03/09/2002 - 01/27/2006	RBC DAIN RAUSCHER INC.	CRD# 31194	NEW YORK, NY
B	12/12/1997 - 03/09/2002	TUCKER ANTHONY INCORPORATED	CRD# 837	BOSTON, MA
B	08/13/1996 - 12/15/1997	PRUDENTIAL SECURITIES INCORPORATED	CRD# 7471	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
01/2019 - Present	TRANSCEND CAPITAL ADVISORS, LLC	PARTNER, WEALTH ADVISOR	Y	MADISON, NJ, United States
01/2019 - 03/2020	PURSHE KAPLAN STERLING INVESTMENTS	REGISTERED REP	Y	ALBANY, NY, United States
02/2009 - 01/2019	UBS FINANCIAL SERVICES INC	FINANCIAL ADVISOR	Y	FLORHAM PARK, NJ, 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.

No information reported.



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	4

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 4

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	UBS Financial Services Inc.
Allegations:	Time frame: September 2017 - present Claimant's counsel alleges unsuitability and misrepresentation with respect to recommendations to invest in and hold an options overlay strategy.
Product Type:	Other: In House Wrap Fee
Alleged Damages:	\$850,000.00
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	FINRA Arbitration
Docket/Case #:	19-01076
Filing date of arbitration/CFTC reparation or civil litigation:	05/13/2019

Customer Complaint Information

Date Complaint Received:	05/13/2019
Complaint Pending?	No



Status: Settled
Status Date: 09/26/2022
Settlement Amount: \$405,000.00
Individual Contribution Amount: \$0.00

Reporting Source: Individual
Employing firm when activities occurred which led to the complaint: UBS Financial Services Inc
Allegations: Time frame: September 2017 - present Claimant's counsel alleges unsuitability and misrepresentation with respect to recommendations to invest in and hold an options overlay strategy.

Product Type: Other: In House Wrap Fee

Alleged Damages: \$850,000.00

Is this an oral complaint? No

Is this a written complaint? Yes

Is this an arbitration/CFTC reparation or civil litigation? Yes

Arbitration/Reparation forum or court name and location: FINRA Arbitration

Docket/Case #: 19-01076

Filing date of arbitration/CFTC reparation or civil litigation: 05/13/2019

Customer Complaint Information

Date Complaint Received: 05/29/2019

Complaint Pending? Yes

Settlement Amount:

Individual Contribution Amount:

Broker Statement

This complaint is related to a product that UBS had promoted when I was at UBS. I am not named in this complaint and UBS on their own volition decided to make this disclosure on my record. The client remains a client to this day and has signed a notarized affidavit stating the following "Mr. Lichtenfeld is not the subject of the claims in the statement of claim and the sales practice violations in Statement of Claim do not involve Mr. Lichtenfeld"? "In my view, there would be no investor protection value or regulatory value to reporting the above-captioned matter on Mr. Lichtenfeld's CRD record.

Disclosure 2 of 4

Reporting Source: Firm



Employing firm when activities occurred which led to the complaint:	UBS Financial Services, Inc.
Allegations:	Time Frame: 2016 - Present Allegations: Claimant's Counsel alleges unsuitability and misrepresentation regarding an options overly strategy investment.
Product Type:	Other: In House Wrap Fee
Alleged Damages:	\$360,000.00
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	FINRA
Docket/Case #:	19-01075
Filing date of arbitration/CFTC reparation or civil litigation:	04/22/2019

Customer Complaint Information

Date Complaint Received:	05/17/2019
Complaint Pending?	No
Status:	Settled
Status Date:	04/15/2023
Settlement Amount:	\$185,000.00
Individual Contribution Amount:	\$0.00

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	UBS Financial Services, Inc
Allegations:	Time Frame: 2016 - Present Allegations: Claimant's Counsel alleges unsuitability and misrepresentation regarding an options overly strategy investment.
Product Type:	Other: In House Wrap Fee
Alleged Damages:	\$360,000.00
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	FINRA Arbitration
Docket/Case #:	19-01075



Filing date of arbitration/CFTC reparation or civil litigation: 04/22/2019

Customer Complaint Information

Date Complaint Received: 05/29/2019

Complaint Pending? Yes

Settlement Amount:

Individual Contribution Amount:

Broker Statement

This complaint is related to a product that UBS had promoted when I was at UBS. I am not named in this complaint and UBS on their own volition decided to make this disclosure on my record. The client remains a client to this day and has signed a notarized affidavit stating the following "Mr. Lichtenfeld is not the subject of the claims in the statement of claim and the sales practice violations in Statement of Claim do not involve Mr. Lichtenfeld"? "In my view, there would be no investor protection value or regulatory value to reporting the above-captioned matter on Mr. Lichtenfeld's CRD record.

Disclosure 3 of 4

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: UBS FINANCIAL SERVICES INC

Allegations:

TIME FRAME: FEBRUARY 2009 - MARCH 2012
AUTHORIZED INDIVIDUAL ALLEGES FINANCIAL ADVISOR PLACED CLIENT INTO UNSUITABLE INVESTMENTS. AUTHORIZED INDIVIDUAL FURTHER ALLEGES FINANCIAL ADVISOR FALSELY ADVISED CLIENT SHE HAD A DISCRETIONARY ACCOUNT AND MADE CHANGES IN HER INVESTMENTS. AUTHORIZED INDIVIDUAL FURTHER ALLEGES CLIENT'S ACCOUNT WAS BEING CHURNED.

Product Type: Other: MANAGED/WRAP ACCOUNTS (IN-HOUSE MONEY MANAGER)

Alleged Damages: \$300,000.00

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: 03/07/2012

Complaint Pending? No

Status: Denied

Status Date: 08/28/2012

Settlement Amount:

Individual Contribution Amount:

Broker Statement

ON AUGUST 28, 2012, THE FIRM REAFFIRMED ITS POSITION THAT I DID NOT



EXCESSIVELY TRADE OR MAKE UNSUITABLE RECOMMENDATIONS IN THE CLIENT'S ACCOUNT WHILE UNDER MY WATCH AND DENIED ALL THE ALLEGATIONS AS STATED BY THE POA. THE CLIENT WAS ENROLLED IN A DISCRETIONARY MANAGED ACCOUNT AND MY INVESTMENT STRATEGY REMAINED CONSISTENT WITH THE CLIENT'S STATED OBJECTIVES THROUGHOUT THE TENURE OF MY HANDLING OF HER PORTFOLIO.

Disclosure 4 of 4

Reporting Source: Individual
Employing firm when activities occurred which led to the complaint: TUCKER ANTHONY SUTRO
Allegations: CLAIMANT ALLEGES BROKER CONTINUED TO RECOMMEND BUYING AND HOLDING WORLD.COM FROM MARCH, 2000 TO FEBRUARY, 2002 BASED OFF OF BIASED RESEARCH.
Product Type: Equity Listed (Common & Preferred Stock)
Alleged Damages: \$1,000.00

Customer Complaint Information

Date Complaint Received: 03/04/2003
Complaint Pending? No
Status: Arbitration/Reparation
Status Date: 07/06/2003
Settlement Amount:

Individual Contribution Amount:

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: NASD 03-05036
Date Notice/Process Served: 07/16/2003
Arbitration Pending? No
Disposition: Settled
Disposition Date: 01/14/2005
Monetary Compensation Amount: \$5,000.00
Individual Contribution Amount: \$0.00



End of Report

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