



IAPD Report

Diana Lauck Cook

CRD# 2872795

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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

Diana Lauck Cook (CRD# 2872795)

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 **12/08/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	02/21/2019
IA	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	03/25/2019

QUALIFICATIONS

This representative is currently registered in **6** SRO(s) and **48** 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	VALMARK SECURITIES, INC.	31243	AKRON, OH	02/06/2014 - 11/26/2018
B	PRUCO SECURITIES, LLC.	5685	UNIONTOWN, OH	02/01/2013 - 04/04/2013
B	ALLSTATE FINANCIAL SERVICES, LLC	18272	RAVENNA, OH	11/15/2007 - 08/16/2011

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
Regulatory Event	1



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 **48** jurisdiction(s) and 6 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED**
Main Address: ONE BRYANT PARK
NEW YORK, NY 10036
Firm ID#: 7691

Regulator	Registration	Status	Date
B Cboe BYX Exchange, Inc.	General Securities Principal	Approved	02/21/2019
B Cboe BYX Exchange, Inc.	General Securities Representative	Approved	02/21/2019
B Cboe BZX Exchange, Inc.	General Securities Principal	Approved	02/21/2019
B Cboe BZX Exchange, Inc.	General Securities Representative	Approved	02/21/2019
B Cboe Exchange, Inc.	General Securities Representative	Approved	02/21/2019
B Cboe Exchange, Inc.	General Securities Principal	Approved	07/06/2021
B FINRA	General Securities Principal	Approved	02/22/2019
B FINRA	General Securities Representative	Approved	02/22/2019
B Nasdaq Stock Market	General Securities Principal	Approved	02/21/2019
B Nasdaq Stock Market	General Securities Representative	Approved	02/21/2019
B New York Stock Exchange	General Securities Principal	Approved	02/21/2019
B New York Stock Exchange	General Securities Representative	Approved	02/21/2019
B Alabama	Agent	Approved	04/15/2019



Qualifications

Regulator	Registration	Status	Date
B Alaska	Agent	Approved	02/14/2020
B Arizona	Agent	Approved	04/16/2019
B Arkansas	Agent	Approved	02/11/2020
B California	Agent	Approved	04/15/2019
B Colorado	Agent	Approved	05/08/2019
B Connecticut	Agent	Approved	04/16/2019
B District of Columbia	Agent	Approved	11/06/2020
B Florida	Agent	Approved	04/16/2019
B Georgia	Agent	Approved	04/16/2019
B Hawaii	Agent	Approved	11/25/2020
B Idaho	Agent	Approved	04/15/2019
B Illinois	Agent	Approved	06/06/2019
B Indiana	Agent	Approved	05/01/2019
B Iowa	Agent	Approved	09/08/2022
B Kansas	Agent	Approved	11/06/2020
B Kentucky	Agent	Approved	04/22/2019
B Louisiana	Agent	Approved	02/26/2024
B Maine	Agent	Approved	02/10/2020
B Maryland	Agent	Approved	04/23/2019



Qualifications

	Regulator	Registration	Status	Date
B	Massachusetts	Agent	Approved	05/07/2019
B	Michigan	Agent	Approved	04/17/2019
B	Minnesota	Agent	Approved	02/11/2020
B	Mississippi	Agent	Approved	04/04/2022
B	Missouri	Agent	Approved	09/23/2020
B	Montana	Agent	Approved	04/16/2019
B	Nebraska	Agent	Approved	04/22/2019
B	Nevada	Agent	Approved	04/22/2019
B	New Hampshire	Agent	Approved	02/10/2020
B	New Jersey	Agent	Approved	04/16/2019
B	New Mexico	Agent	Approved	04/16/2019
B	New York	Agent	Approved	04/30/2019
B	North Carolina	Agent	Approved	04/30/2019
B	Ohio	Agent	Approved	02/24/2019
IA	Ohio	Investment Adviser Representative	Approved	03/25/2019
B	Oregon	Agent	Approved	05/13/2019
B	Pennsylvania	Agent	Approved	04/18/2019
B	South Carolina	Agent	Approved	04/17/2019



Qualifications

Regulator	Registration	Status	Date
B South Dakota	Agent	Approved	11/19/2020
B Tennessee	Agent	Approved	04/16/2019
B Texas	Agent	Approved	04/16/2019
IA Texas	Investment Adviser Representative	Restricted Approval	05/08/2019
B Utah	Agent	Approved	02/12/2020
B Vermont	Agent	Approved	04/16/2019
B Virgin Islands	Agent	Approved	12/09/2025
B Virginia	Agent	Approved	04/17/2019
B Washington	Agent	Approved	05/07/2019
B West Virginia	Agent	Approved	05/15/2019
B Wisconsin	Agent	Approved	02/10/2020
B Wyoming	Agent	Approved	11/04/2020

Branch Office Locations

**MERRILL LYNCH, PIERCE, FENNER & SMITH
INCORPORATED**
4300 MUNSON ST NW
CANTON, OH 44718




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 1 principal/supervisory exam, 2 general industry/product exams, and 2 state securities law exams.




Principal/Supervisory Exams

Exam	Category	Date
 General Securities Principal Examination (S24)	Series 24	08/25/2014

General Industry/Product Exams

Exam	Category	Date
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 General Securities Representative Examination (S7)	Series 7	03/31/1998

State Securities Law Exams

Exam	Category	Date
  Uniform Combined State Law Examination (S66)	Series 66	03/23/2019
 Uniform Securities Agent State Law Examination (S63)	Series 63	10/08/2004

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	02/06/2014 - 11/26/2018	VALMARK SECURITIES, INC.	CRD# 31243	AKRON, OH
B	02/01/2013 - 04/04/2013	PRUCO SECURITIES, LLC.	CRD# 5685	UNIONTOWN, OH
B	11/15/2007 - 08/16/2011	ALLSTATE FINANCIAL SERVICES, LLC	CRD# 18272	RAVENNA, OH
IA	01/24/2007 - 09/11/2007	EDWARD JONES	CRD# 250	MOGADORE, OH
B	10/01/2004 - 09/11/2007	EDWARD JONES	CRD# 250	MOGADORE, OH
B	04/02/1998 - 10/11/2004	BANC ONE SECURITIES CORPORATION	CRD# 16999	CHICAGO, IL

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
11/2018 - Present	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	Client Associate	Y	CANTON, OH, United States
12/2013 - 11/2018	VALMARK SECURITIES, INC.	REGISTERED REPRESENTATIVE	Y	AKRON, OH, United States
11/2012 - 11/2018	THE PRUDENTIAL INSURANCE COMPANY OF AMERICA	FINANCIAL PROFESSIONAL ASSOCIATE	N	MAYFIELD HEIGHTS, OH, 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.

I*120135

For profit or not for profit: For-Profit Organization

Name of outside business organization: Dished by Diana

Investment related: N

Address of business:

Kent, 44240

Nature of business: Sole Proprietorship,



Registration & Employment History



OTHER BUSINESS ACTIVITIES

Position, title, association: Owner,

Start date of relationship: 9/17/2017

Number of hours devoted: 4 hour(s) Monthly

Number of hours devoted during trading hours: 0

Duties: Make and sell glass up cycled bird baths and serving trays. Glass art. Owner and artist.

I*2116306, Entity Type: Fiduciary, Name of OBA: F and L L, Address: Ravenna , Ohio, 44266, Investment Related: N, Position, Title, Association: , Employee State Date: 12/05/2024, No Hours: 1 Yearly, No Hours during Trading: 0 Yearly, Duties:



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
Regulatory Event	1

Regulatory Event

This disclosure event may include a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, a federal regulator such as the Securities and Exchange Commission or the Commodities Futures Trading Commission, or a foreign financial regulatory body) for a violation of investment-related rules or regulations. This disclosure event may also include a revocation or suspension of an Investment Adviser Representative's authority to act as an attorney, accountant or federal contractor.

Disclosure 1 of 1

Reporting Source:	Individual
Regulatory Action Initiated By:	State of Ohio Department of Insurance
Sanction(s) Sought:	Civil and Administrative Penalty(ies)/Fine(s)
Date Initiated:	12/20/2007
Docket/Case Number:	LGL-0001829-H
Employing firm when activity occurred which led to the regulatory action:	Allstate Financial Services
Product Type:	No Product
Allegations:	The State of Ohio Department of Insurance alleges that the Registered Representative violated an examination protocol rule.
Current Status:	Final
Resolution:	Order
Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	12/20/2007
Sanctions Ordered:	Civil and Administrative Penalty(ies)/Fine(s)

Monetary Sanction 1 of 2



Monetary Related Sanction: Civil and Administrative Penalty(ies)/Fine(s)

Total Amount: \$250.00

Portion Levied against individual: \$250.00

Payment Plan:

Is Payment Plan Current: Yes

Date Paid by individual: 12/01/2007

Was any portion of penalty waived? No

Amount Waived:

Monetary Sanction 2 of 2

Monetary Related Sanction: Civil and Administrative Penalty(ies)/Fine(s)

Total Amount: \$1,500.00

Portion Levied against individual: \$1,500.00

Payment Plan:

Is Payment Plan Current: Yes

Date Paid by individual: 12/01/2007

Was any portion of penalty waived? No

Amount Waived:



End of Report

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