

ADMINISTRATIVE PROCEEDING
BEFORE THE

~~SECURITIES COMMISSIONER OF SOUTH CAROLINA~~

IN THE MATTER OF:)
Branch Banking and Trust Company)

~~Complaint~~

and)
BB&T Asset Management, Inc.)

Matter No. 14035

Respondents.)

WHEREAS, the Securities Division of the Office of the Attorney General of the State of

~~South Carolina (the "Division") has received information that BB&T Asset Management, Inc.~~

WHEREAS, the Respondent, without admitting or denying any findings or conclusions that may be set forth in this Order, admits the Securities Commissioner's jurisdiction in these matters pursuant to S.C. Code Ann. § 35-1-601, and consents to the entry of this Order.

I. FINDINGS OF FACT

1. BB&T AM, CRD No. 108443 was a registered investment adviser until it terminated its registration in December of 2010.

2. ~~At no time was BB&T AM registered with the Division as a broker-dealer.~~

3. BB&T AM was formed to provide investment advisory services to "high net worth individuals, small and mid size businesses, major corporations, endowments, and other

institutional investors."

4. The Respondent and BB&T AM contracted with customers whereby BB&T AM would provide various investment advisory services to those customers

5. Between 2006 and 2009 (the "Relevant Period"), BB&T AM offered its

8. In 2009, BB&T AM ceased offering the AIP.

9. Subsequently, BB&T AM terminated its registration as an investment adviser in December of 2010.

10. In 2010, BB&T AM terminated its registration as an investment adviser in December of 2010.

NOW THEREFORE it is hereby

certified that the following is a true and correct copy of the original as the same appears in the records of the

Office of the Secretary of the State of Michigan

in accordance with the provisions of the Act of the Legislature of Michigan

approved March 10, 1906

and that the same is a true and correct copy of the original as the same appears in the records of the

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WE CONSENT:

Securities Division of the Office of the Attorney General:

By: _____

Ian P. Weschler
Assistant Attorney General

Date: _____

Respondent Branch Banking and Trust Company

By: D.W. Fisher

David Fisher
Executive Vice President

Date: 8/31/2016

WE CONSENT:

Securities Division of the Office of the Attorney General

Date:

8/13/2016

By:



Assistant Attorney General

Person