

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION

INVESTMENT ADVISERS ACT OF 1940
Release No. 5875 / September 27, 2021

Admin. Proc. File No. 3-20220

IN THE MATTER OF

ROSEDALE ASSET MANAGEMENT, LLC f/k/a
PRINCETON ADVISORY WEALTH MANAGEMENT, LLC

NOTICE THAT INITIAL DECISION HAS BECOME FINAL

The time for filing a petition for review of the initial decision in this proceeding has expired. No such petition has been filed by Rosedale Asset Management, LLC f/k/a Princeton Advisory Wealth Management, LLC, or the Division of Enforcement, and the Commission has not chosen to review the decision on its own initiative.

Accordingly, notice is hereby given, pursuant to Rule 360(d) of the Commission's Rules of Practice,¹ that the initial decision of the administrative law judge has become the final decision of the Commission with respect to Rosedale Asset Management, LLC f/k/a Princeton Advisory Wealth Management, LLC.² The order contained in that decision is hereby declared effective. The initial decision ordered that, pursuant to Sections 203(i)(1)(B) and 203(i)(2)(B) of the Investment Advisers Act of 1940, Rosedale Asset Management, LLC f/k/a Princeton Advisory Wealth Management, LLC, shall pay a civil money penalty in the amount of \$97,523.

For the Commission, by the Office of the General Counsel, pursuant to delegated authority.

Vanessa A. Countryman
Secretary

¹ 17 C.F.R. § 201.360(d).

² *Rosedale Asset Management, LLC f/k/a Princeton Advisory Wealth Management, LLC*, Initial Decision Release No. 1410, 2021 WL 3627092 (Aug. 12, 2021).