



NEW YORK STATE  
DEPARTMENT OF FINANCIAL SERVICES  
ONE STATE STREET PLAZA  
NEW YORK, NEW YORK 10004

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In the Matter of the Applications  
and/or Licenses of

**ALAN JACOBY,**

Respondent.

**CITATION**

**VIDEOCONFERENCE  
HEARING**

Docket No.: 2020-0026-C  
Event Number: 161 147 7840  
Event Password: C4Sq99m5Cpt

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**TO THE ABOVE-NAMED RESPONDENT:**

**PLEASE TAKE NOTICE THAT** you are cited to appear on the 31<sup>st</sup> day of August, 2021, at 10:00 a.m. to show cause why all licenses issued to you by the New York State Department of Financial Services ("Department") should not be suspended or revoked, and why all pending applications for licensure or renewal thereof should not be denied, or a monetary penalty imposed, by reason of the charge(s) and specification(s) hereinafter set forth. The Hearing will be held via videoconference, via Webex. **The Event Number for this Hearing is 161 147 7840, and the Event Password is C4Sq99m5Cpt.**

Pursuant to the First Amendment to Part 2 of Title 23 of the Official Compilation of Codes, Rules and Regulations of the State of New York (23 NYCRR §2.19), you may object to having the Hearing conducted via videoconference by sending a written notice of the objection to the hearing officer by first class mail or overnight mail to Videoconference Coordinator, Office of General Counsel, New York State Department of Financial Services, One State Street, New York, NY 10004, or via electronic mail to VideoHearings@dfs.ny.gov. The written notice of objection must be received at least five business days before the date set for the hearing. A copy of 23 NYCRR §2.19 is attached to this Citation.

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You are instructed to go to the Department's website, at [https://www.dfs.ny.gov/reports and publications/public hearings](https://www.dfs.ny.gov/reports_and_publications/public_hearings), to learn how the hearing will be conducted and what you will need to do in order to appear at your Videoconference Hearing. **At least 48 hours prior to your hearing, you will need to conduct a test to ensure that you can connect to the Videoconference Hearing. Instructions for testing can be found at [https://www.dfs.ny.gov/reports and publications/public hearings](https://www.dfs.ny.gov/reports_and_publications/public_hearings). If you wish to introduce any documents at the Hearing, you must email them at least 24 hours prior to the start of the Hearing to [VideoHearings@dfs.ny.gov](mailto:VideoHearings@dfs.ny.gov), and include a brief description of each document and your Event Number. You may also request disclosure of the evidence that the Department will introduce at the Hearing by sending an email to [VideoHearings@dfs.ny.gov](mailto:VideoHearings@dfs.ny.gov). Include in your request your name, the date of the Hearing, and your Event Number.**

If you have any questions with regard to connecting or are unable to connect to your Videoconference Hearing, call the Department Help Desk at 212-709-7777 or email [ServiceDesk@dfs.ny.gov](mailto:ServiceDesk@dfs.ny.gov).

## CHARGE I

### **RESPONDENT HAS DEMONSTRATED UNTRUSTWORTHINESS AND/OR INCOMPETENCE TO ACT AS A PUBLIC ADJUSTER WITHIN THE MEANING OF SECTION 2110(a)(4) OF THE INSURANCE LAW.**

#### Specification A

1. On or about May 22, 2015, a Complaint was filed in the Supreme Court of the State of New York, County of New York, commencing a civil action against Respondent and other defendants by United Public Adjusters & Appraisers, Inc., Phillip Maltaghati, Michael Maltaghati, and Anthony Delorenzo (hereinafter, "the United Plaintiffs"). The Complaint contained causes of action for defamation, libel, intentional infliction of emotional distress, intentional or malicious harm to another, intentional interference with business, and unfair competition. The Complaint alleged, inter alia, that Respondent had made false accusations against the United Plaintiffs and posted the false accusations to Facebook and to the website [www.ripoffreport.com](http://www.ripoffreport.com).

2. In October 2015, a default judgment was entered against Respondent, and in May 2017, a default judgment was entered against the other defendants and the matter was set for inquest and an assessment of damages. Following an inquest held on July 25, 2017, a judgment was entered on December 6, 2017, awarding the United Plaintiffs compensatory damages in the amount of \$122,995.54 and punitive damages in the amount of \$300,000.00, from Respondent and the other defendants, jointly and severally. Respondent has failed to pay the judgment.

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Specification B

3. The allegations set forth in paragraphs 1 and 2 of this Citation are repeated and re-alleged as if fully set forth herein.

4. On or about December 1, 2018, Respondent submitted to the Department a renewal license application for a license to act as a public adjuster, and in such application, Respondent falsely answered in the negative to Question 8, which asked "Are you currently a party to, or have you been found liable in any lawsuit, arbitration or mediation proceeding involving allegations of fraud, misappropriation or conversion of funds, misrepresentation or breach of fiduciary duty which has not been previously reported to this Department?".

Specification C

5. During the approximate period May 2019 through May 2021, Respondent conducted business as a public adjuster using the name "AJ & Associates", a name that had not been previously approved by the Superintendent, in violation of Section 2102(f) of the Insurance Law.

Specification D

6. On or about December 8, 2016, Respondent submitted a petition to the Supreme Court of the State of New York, County of Nassau, whereby he requested permission to change his name from Alan Herbert Jacoby, Jr. to Alan John Fitzpatrick, and on or about February 14, 2017, an Order Granting Leave to Change Name was signed by a Justice of said court.

7. Respondent submitted two false statements to the Department in connection with a Department inquiry in that on June 2, 2019, Respondent sent an email to the Department which stated "I have not changed my name" and on July 20, 2020, Respondent submitted a notarized statement to the Department which stated "I have not changed my name legally".

**CHARGE II**

**RESPONDENT HAS PROVIDED MATERIALLY INCORRECT, MATERIALLY MISLEADING, MATERIALLY INCOMPLETE OR MATERIALLY UNTRUE INFORMATION IN A LICENSE APPLICATION WITHIN THE MEANING OF SECTION 2110(a)(2) OF THE INSURANCE LAW.**

8. The allegations set forth in paragraphs 1, 2 and 4 of this Citation are repeated and re-alleged as if fully set forth herein.

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**CHARGE III**

**RESPONDENT HAS VIOLATED SECTION 2102(f) OF THE INSURANCE LAW.**

9. The allegations set forth in paragraph 5 of this Citation are repeated and re-alleged as if fully set forth herein.

**PLEASE TAKE FURTHER NOTICE THAT:**

(A) According to the records of the New York State Department of Financial Services, Alan Jacoby is licensed as a public adjuster under Section 2108 of the Insurance Law.

(B) This citation is issued pursuant to Section 2110 of the Insurance Law and Sections 304-a, 305 and 306 of the Financial Services Law, and notice of this hearing is given to Respondent in accordance with Section 304 of the Financial Services Law.

(C) Respondent's attention is directed to a statement in plain language, attached hereto, entitled "Summary of Hearing Procedures", summarizing the provisions of Title 23, Part 2 of the Official Compilation of Codes, Rules and Regulations of the State of New York (23 NYCRR 2). This statement contains important information concerning your rights and the Department's hearing procedures and should be read carefully. A copy of 23 NYCRR § 2.19 is attached hereto; a copy of the balance of 23 NYCRR 2 will be furnished upon request.

(D) Should Respondent fail to appear at the time and place fixed for the hearing or any adjourned date thereof, the hearing will proceed as scheduled and the disciplinary action, if any, may result in the imposition of a monetary penalty or in the suspension or revocation of any licenses and/or the denial of all pending applications for licenses or renewal thereof.

Dated: New York, NY  
July 21, 2021

NEW YORK STATE DEPARTMENT OF FINANCIAL SERVICES

By: Michael S. Formichelli

Michael S. Formichelli  
Associate Attorney  
(212) 480-5250

**BY CERTIFIED MAIL AND REGULAR MAIL:**

Alan Jacoby

[REDACTED]

COPY TO: [REDACTED].com



NEW YORK STATE  
DEPARTMENT OF FINANCIAL SERVICES  
ONE STATE STREET  
NEW YORK, NEW YORK 10004

## SUMMARY OF HEARING PROCEDURES

(Summary of Hearing Procedures for Adjudicatory Proceedings Before the Department of Financial Services as Set Forth in Title 23, Part 2 of the Official Compilation of Codes, Rules and Regulations of the State of New York (23 NYCRR 2) , and as Required by Section 301(3) of the State Administrative Procedure Act)

1. The Hearing will be conducted and administered in compliance with the State Administrative Procedure Act and the Financial Services Law, and will be held before an impartial hearing officer who will make a Report of findings, conclusions, and recommendations to the Superintendent or the Superintendent's designee.
2. You must be ready, and prepared with your evidence, to present your case on the hearing date.
3. You may be represented by an attorney at the hearing.
4. Interpreter services shall be available for deaf persons, upon advance request, at no charge. Such request should be made as soon as possible by contacting the Department attorney who signed the Citation/Notice of Hearing.
5. You may file a written answer to the Citation/Notice of Hearing. If you do so, it should be delivered at least two days before the hearing date to the Department attorney who signed the Citation/Notice of Hearing. You will have a full opportunity at the hearing to dispute or explain any charges made against you in the Citation/Notice of Hearing whether or not you file an answer.
6. You may present evidence and have witnesses testify at the hearing. If you believe a Witness will not appear voluntarily and you do not have an attorney representing you, you may request the hearing officer to furnish you with a subpoena to compel the witness' attendance. If the hearing officer issues the subpoena, the service of the subpoena upon the witness and payment of all required fees is your responsibility.
7. You may request a hearing officer's report and an opportunity to comment on it in writing before the Superintendent acts on the report. The request must be made to the hearing officer on the record prior to close of the hearing.
8. Prior to the commencement, a hearing may be postponed upon your request upon a written application to the Department official who issued the Citation/Notice of Hearing. The application may be granted upon a showing of good cause at the discretion of the Department official who issued the Citation/Notice of Hearing.
9. A hearing in progress may be adjourned by the hearing officer at your request for good cause shown or upon consent of all parties. If you request that a hearing in progress be adjourned for good cause shown, you must present documentary evidence as the hearing officer deems appropriate. The factors to be considered in determining good cause shown include but are not limited to the illness of a party, witness,

or attorney, the temporary absence of a witness, the opportunity to obtain an attorney, the actual engagement of an attorney in a court proceeding, and the number and nature of previous requests for adjournment.

10. If you do not appear at a hearing requested upon the denial of an application for a license, your request will be deemed withdrawn.
11. If you do not appear or are not represented at the hearing on a Citation, the hearing will take place as scheduled and a decision on the charges will be made. The decision may result in the revocation or suspension of your licenses and the denial of any pending applications, and such other action as may be permitted by law, including the imposition of monetary fines.
12. If you do not appear at a hearing, the hearing may be reopened upon a written application, if you satisfy the hearing officer that there are valid reasons for your failure to appear or your failure to request an adjournment or postponement and you have a meritorious case. If you do appear at the hearing, the hearing may be reopened on written request to the hearing officer if you can show newly discovered evidence or other compelling reason for such reopening. The application to reopen must be made within one hundred and twenty (120) days from the effective date of the Superintendent's or the Superintendent's designee's decision.
13. Once a decision is made against you, you may, if you wish, take an appeal to the courts. This appeal must be made within four months from the date the decision was effective. It should be emphasized that your right to take an appeal is not connected in any way with your right to reopen the hearing as described in paragraph 12 and an application to reopen does not extend your time to take an appeal to the courts.

**NEW YORK STATE  
DEPARTMENT OF FINANCIAL SERVICES  
FIRST AMENDMENT TO 23 NYCRR 2**

**RULES GOVERNING THE PROCEDURES FOR ADJUDICATORY PROCEEDINGS BEFORE THE  
DEPARTMENT OF FINANCIAL SERVICES**

I, Linda A. Lacewell, Superintendent of Financial Services of the State of New York, pursuant to the authority granted by Sections 102, 201, 202, 302 and 305 of the Financial Services Law and Section 301 of the State Administrative Procedure Act, do hereby promulgate the First Amendment to Part 2 of Title 23 of the Official Compilation of Codes, Rules and Regulations of the State of New York, to take effect upon filing of the Notice of Emergency Adoption with the Secretary of State, to read as follows:

**(ALL MATTER IS NEW)**

**Section 2.19 is added to read as follows:**

**§ 2.19 Hearings conducted by videoconference.**

(a) At the discretion of the Department official who issued the notice of action or proposed action, a hearing held pursuant to this Part may be conducted by videoconference. When a hearing is conducted by videoconference, none of the parties nor the hearing officer need to be physically present at the same location.

(b) All provisions of this Part that are not inconsistent with the specific provisions of this section shall apply to hearings conducted by videoconference. For purposes of § 2.14(b) of this Part, the term *hearing room* shall mean videoconference when a hearing is conducted by videoconference.

(c) A respondent or applicant may object to conducting the hearing by videoconference by sending a written notice of the objection to the hearing officer by first class mail, overnight mail or electronic mail to an address or email address designated by the Department and posted on the Department's website. The written notice of objection must be received by the hearing officer at least five business days before the time set for the hearing.

(d) In the event that the hearing officer receives a timely written objection to conducting the hearing by videoconference in accordance with subdivision (c) of this section, the hearing officer may determine that the hearing shall not be conducted by videoconference and shall be conducted with the respondent or applicant and the hearing officer physically present at the same location, when in the judgment of the hearing officer:

(1) the respondent's or applicant's due process rights would best be served by conducting a hearing in-person; or

(2) there are circumstances presented by the respondent or applicant that make proceeding with the hearing by videoconference fundamentally unfair or impractical.

**Statement of the Reasons for the Emergency Measure  
First Amendment to 23 NYCRR 2**

Since March 7, 2020, when Governor Andrew M. Cuomo issued Executive Order Number 202 declaring a disaster emergency in the State of New York in response to the novel coronavirus (“COVID-19”) pandemic, COVID-19 has spread to millions of people worldwide, with more than 2,000,000 confirmed cases in New York State. There are still cases of New Yorkers testing positive for the virus and a new variant strain of the virus, the Delta variant, which has been classified as a variant of concern by the Centers for Disease Control and Prevention, is spreading in New York State. The Delta variant is a more transmissible and contagious form of COVID-19 and it may cause more severe symptoms and outcomes. Given the public health implications related to COVID-19, it is essential that the Department of Financial Services (“Department”) promulgate regulations that implement protective measures, whenever possible, to help stop its spread.

This amendment adds a new section 2.19 to 23 NYCRR Part 2, specifying that the Department may conduct administrative hearings by videoconference at the Department’s discretion. This is being done so that the parties and hearing officers do not have to be physically present at the same location during hearings. A hearing officer will determine, upon a timely objection filed by a party, if a hearing held by videoconference would either impinge upon the party’s due process rights, or would be fundamentally unfair or impractical, according to section 2.19(d) of the regulation.

The Department is taking special precautions during this unprecedented health crisis to minimize the spread of COVID-19 by, among other things, reducing the number of individuals who may enter the Department’s offices at any given time. Therefore, conducting an administrative hearing by videoconference protects the safety of those participating in, or witnessing the hearing, by avoiding personal contact in a way that will help limit the spread of COVID-19. It is thus imperative that this amendment be promulgated on an emergency basis for the public’s general welfare and the preservation of public health.



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Linda A. Lacewell  
Superintendent of Financial Services

Date: June 29, 2021



## Department of Financial Services

**ANDREW M. CUOMO**  
Governor

**LINDA A. LACEWELL**  
Superintendent

### CERTIFICATION

I, Linda A. Lacewell, Superintendent of Financial Services, do hereby certify that the foregoing is the First Amendment to Part 2 of Title 23 of the Official Compilation of Codes, Rules and Regulations of the State of New York, entitled “Rules Governing the Procedures for Adjudicatory Proceedings Before the Department of Financial Services”, signed by me on June 29, 2021, pursuant to the authority granted by Sections 102, 201, 202, 302, and 305 of the Financial Services Law, and Section 301 of the State Administrative Procedure Act, to take effect upon filing with the Secretary of State of New York.

Pursuant to Section 202(6) of the State Administrative Procedure Act, this amendment is being promulgated as an emergency measure for the preservation of the general welfare and public health. A statement of the specific reasons for the finding of the need for emergency action is attached.

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Linda A. Lacewell  
Superintendent of Financial Services

Date: June 29, 2021