



International Assets Holding Corporation

220 E. Central Parkway, Suite 2060
Altamonte Springs, FL 32701
Tel (407) 741-5300 Fax (407) 740-0808
www.intlassets.com

Yolanda Crittendon
Division of Corporate Finance
Mail Stop 3010
United States Securities and Exchange Commission
Washington, D.C. 20549

November 30, 2009

**Re: International Assets Holding Corporation, File No. 000-23554
Form 8-K, Item 4.01, filed on November 19, 2009**

Dear Ms Crittendon

We are writing in response to your letter to our Mr. Sean M. O'Connor, dated November 19, 2009 but received by fax today, regarding the Form 8-K referred to above.

We acknowledge the obligation of International Assets Holding Corporation ("the Company") to file the Form 8-K amendment to which you refer in your letter, including another letter from Rothstein Kass & Company, P.C., once Rothstein Kass has completed all audit related work with respect to their engagement.

We acknowledge that:

- the Company is responsible for the adequacy and accuracy of disclosures in its filings;
- Staff comments or changes to disclosures in response to staff comments do not foreclose the Commission from taking any action with respect to the Company's filings; and
- the Company may not assert Staff comments as a defense in any proceeding initiated by the Commission or by any person under the federal securities laws of the United States.

Sincerely,

A handwritten signature in black ink, appearing to read 'Brian Sephton', is written over a light blue horizontal line.

Brian Sephton
Chief Legal and Governance Officer

International Assets Holding Corporation
www.intlassets.com

New York London Orlando Dubai Singapore