

## FINRA Files Amended Communications Rules – Impact on Broker-Dealers

August 22, 2011 | Client Update

The Securities and Exchange Commission recently published for comment FINRA's proposal to revise its rules governing member firm communications with customers and the public. The SEC has requested comments on the proposed rules by August 24, 2011.

The proposed rules will not become effective until approved by the SEC. Once approved, FINRA will announce the implementation date of the proposed rule change, which will be no later than 365 days following the SEC's approval. We will monitor the SEC's and FINRA's actions and issue a memorandum once the final rules have been adopted.

If you have any questions regarding the matters covered in this publication, please reach out to any of the lawyers listed below or your usual Davis Polk contact.

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