

## SEC marketing rule changes increase flexibility for advisers

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Davis Polk partners Gregory Rowland and Nora Jordan and counsel Sarah Kim and Aaron Gilbride authored a *Law360* article discussing how recent SEC marketing rule changes increase flexibility for advisers. The proposed amendments are a significant development for registered investment advisers, including private equity and hedge fund managers, because they represent the SEC's efforts to develop a more flexible framework for regulating an adviser's advertising and solicitation activities.

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