Required fields are shown with yellow backgrounds and asterisks.

OMB APPROVAL

OMB Number: 3235-0045
Estimated average burden hours per response.......38

Filing by NASDAQ Stock Market Pursuant to Rule 19b-4 under the Securities Exchange Act of 1934    Initial * Amendment *   Withdrawal   Section 19(b)(2) * Section 19(b)(3)(A) * Section 19(b)(3)(B) *   Rule   Section 19(b)(3)(A) * Section 19(b)(3)(B) *   Rule   Section 19(b)(3)(B) *   Section 19(b)(3)(B) * Section 19(b)(3)(B) * Section 19(b)(3)(B) * Section 19(b)(3)(B) * Section 19(b)(3)(B) * Section 19(b)(3)(B) * Section 19(b)(3)(B) * Section 19(b)(3)(B) * Section 19(b)(3)(B) * Section 19(b)(3)(B) * Section 19(b)(3)(B) * Section 19(b)(3)(B) * Section 19(b)(3)(B) * Section 19(b)(3)(B) * Section 19(b)(3)(B) * Section 19(b)(3)(B) * Section 19(b)(3)(B) * Section 19(b)(3)(B)(	Page 1 o	f * 18		EXCHANGE ( TON, D.C. 2 orm 19b-4	0549		File No.* S	SR - 2014 - * 118 mendments *)	
Initial * Amendment * Withdrawal   Section 19(b)(2) * Section 19(b)(3)(A) * Section 19(b)(3)(B) * Rule   Rule   Section 19(b)(3)(B) * Rule   Section 19(b)(3)(B)(B) * Rule   Section 19(b)(3)(B)(B)(B)(B) * Rule   Section 19(b)(3)(B)(B)(B)(B)(B)(B)(B)(B)(B)(B)(B)(B)(B)	Filing by NASDAQ Stock Market								
Pilot Extension of Time Period for Commission Action *	· ,								
Description   Contact Information   Description   Descri		Amendment *	Withdrawal	Section 19(I	_			Section 19(b)(3)(B) *	
Section 806(e)(1)* Section 806(e)(2)* Section 3C(b)(2)*  Exhibit 3 Sent As Paper Document  Exhibit 4 Sent As Paper Document  Exhibit 3 Sent As Paper Document  Exhibit 3 Sent As Paper Document  Exhibit 3 Sent As Paper Document  Exhibit 4 Sent As Paper Document  Exhibit 5 Sent As Paper Document  Exhibit 5 Sent As Paper Document  Exhibit 6 Sent As Paper Document  Exhibit 7 Sent As Paper Document  Exhibit 8 Sent As Paper Document  Exhibit 8 Sent As Paper Document  Exhibit 9 Sent As	Pilot		Date Expires *		<u>✓</u> 19	9b-4(f)(	2) 19b-4(f)(5)		
Description  Provide a brief description of the action (limit 250 characters, required when Initial is checked *).  A proposed change to modify NASDAQ Rule 7001(c) concerning market participant identifier (MPID) fees.  Contact Information  Provide the name, telephone number, and e-mail address of the person on the staff of the self-regulatory organization prepared to respond to questions and comments on the action.  First Name * Sean			-	ng, and Settle	ment Act of 201		to the Securities Excha	ange Act of 1934	
Provide a brief description of the action (limit 250 characters, required when Initial is checked *).  A proposed change to modify NASDAQ Rule 7001(c) concerning market participant identifier (MPID) fees.  Contact Information  Provide the name, telephone number, and e-mail address of the person on the staff of the self-regulatory organization prepared to respond to questions and comments on the action.  First Name * Sean									
Provide the name, telephone number, and e-mail address of the person on the staff of the self-regulatory organization prepared to respond to questions and comments on the action.  First Name * Sean	Provide a brief description of the action (limit 250 characters, required when Initial is checked *).								
Title * Associate General Counsel  E-mail * sean.bennett@nasdaqomx.com  Telephone * (301) 978-8499 Fax (301) 978-8472   Signature  Pursuant to the requirements of the Securities Exchange Act of 1934,  has duly caused this filing to be signed on its behalf by the undersigned thereunto duly authorized.  (Title *)  Date 11/24/2014  By Edward S. Knight  (Name *)  NOTE: Clicking the button at right will digitally sign and lock this form. A digital signature is as legally binding as a physical	Provide the name, telephone number, and e-mail address of the person on the staff of the self-regulatory organization								
E-mail * Telephone *  (301) 978-8499  Fax  (301) 978-8472   Signature  Pursuant to the requirements of the Securities Exchange Act of 1934,  has duly caused this filing to be signed on its behalf by the undersigned thereunto duly authorized.  (Title *)  Date 11/24/2014  By Edward S. Knight  (Name *)  NOTE: Clicking the button at right will digitally sign and lock this form. A digital signature is as legally binding as a physical	First N	ame * Sean		Last Name *	Bennett				
Signature  Pursuant to the requirements of the Securities Exchange Act of 1934,  has duly caused this filing to be signed on its behalf by the undersigned thereunto duly authorized.  (Title *)  Date 11/24/2014  By Edward S. Knight  (Name *)  NOTE: Clicking the button at right will digitally sign and lock this form. A digital signature is as legally binding as a physical									
Signature  Pursuant to the requirements of the Securities Exchange Act of 1934,  has duly caused this filing to be signed on its behalf by the undersigned thereunto duly authorized.  (Title *)  Date 11/24/2014  By Edward S. Knight  (Name *)  NOTE: Clicking the button at right will digitally sign and lock this form. A digital signature is as legally binding as a physical	E-mail	E-mail * sean.bennett@nasdaqomx.com							
Pursuant to the requirements of the Securities Exchange Act of 1934,  has duly caused this filing to be signed on its behalf by the undersigned thereunto duly authorized.  (Title *)  Date 11/24/2014  By Edward S. Knight  (Name *)  NOTE: Clicking the button at right will digitally sign and lock this form. A digital signature is as legally binding as a physical	Teleph	one * (301) 978-8499	Fax (301) 978-8472	!					
Date 11/24/2014  By Edward S. Knight  (Name *)  NOTE: Clicking the button at right will digitally sign and lock this form. A digital signature is as legally binding as a physical	Pursuant to the requirements of the Securities Exchange Act of 1934, has duly caused this filing to be signed on its behalf by the undersigned thereunto duly authorized.								
By Edward S. Knight  (Name *)  NOTE: Clicking the button at right will digitally sign and lock this form. A digital signature is as legally binding as a physical									
(Name *)  NOTE: Clicking the button at right will digitally sign and lock this form. A digital signature is as legally binding as a physical			<sup>t</sup>	_xecutive vic	e Fresident an	iu Gen	iciai Cuulisel		
NOTE: Clicking the button at right will digitally sign and lock this form. A digital signature is as legally binding as a physical	ву								

#### SECURITIES AND EXCHANGE COMMISSION WASHINGTON, D.C. 20549 For complete Form 19b-4 instructions please refer to the EFFS website. The self-regulatory organization must provide all required information, presented in a Form 19b-4 Information \* clear and comprehensible manner, to enable the public to provide meaningful comment on the proposal and for the Commission to determine whether the proposal Remove is consistent with the Act and applicable rules and regulations under the Act. The Notice section of this Form 19b-4 must comply with the guidelines for publication Exhibit 1 - Notice of Proposed Rule Change \* in the Federal Register as well as any requirements for electronic filing as published by the Commission (if applicable). The Office of the Federal Register (OFR) offers guidance on Federal Register publication requirements in the Federal Register Add Remove View Document Drafting Handbook, October 1998 Revision. For example, all references to the federal securities laws must include the corresponding cite to the United States Code in a footnote. All references to SEC rules must include the corresponding cite to the Code of Federal Regulations in a footnote. All references to Securities Exchange Act Releases must include the release number, release date, Federal Register cite, Federal Register date, and corresponding file number (e.g., SR-[SRO] -xx-xx). A material failure to comply with these guidelines will result in the proposed rule change being deemed not properly filed. See also Rule 0-3 under the Act (17 CFR 240.0-3) The Notice section of this Form 19b-4 must comply with the guidelines for publication **Exhibit 1A- Notice of Proposed Rule** in the Federal Register as well as any requirements for electronic filing as published Change, Security-Based Swap Submission, by the Commission (if applicable). The Office of the Federal Register (OFR) offers or Advance Notice by Clearing Agencies \* guidance on Federal Register publication requirements in the Federal Register Document Drafting Handbook, October 1998 Revision. For example, all references to the federal securities laws must include the corresponding cite to the United States Code in a footnote. All references to SEC rules must include the corresponding cite to the Code of Federal Regulations in a footnote. All references to Securities Exchange Act Releases must include the release number, release date, Federal Register cite, Federal Register date, and corresponding file number (e.g., SR-[SRO] -xx-xx). A material failure to comply with these guidelines will result in the proposed rule change, security-based swap submission, or advance notice being deemed not properly filed. See also Rule 0-3 under the Act (17 CFR 240.0-3) Exhibit 2 - Notices, Written Comments, Copies of notices, written comments, transcripts, other communications. If such Transcripts, Other Communications documents cannot be filed electronically in accordance with Instruction F, they shall be filed in accordance with Instruction G. Remove View Add Exhibit Sent As Paper Document П Exhibit 3 - Form, Report, or Questionnaire Copies of any form, report, or questionnaire that the self-regulatory organization proposes to use to help implement or operate the proposed rule change, or that is Add Remove View referred to by the proposed rule change. Exhibit Sent As Paper Document The full text shall be marked, in any convenient manner, to indicate additions to and **Exhibit 4 - Marked Copies** deletions from the immediately preceding filing. The purpose of Exhibit 4 is to permit Add Remove View the staff to identify immediately the changes made from the text of the rule with which it has been working. **Exhibit 5 - Proposed Rule Text** The self-regulatory organization may choose to attach as Exhibit 5 proposed changes to rule text in place of providing it in Item I and which may otherwise be more easily readable if provided separately from Form 19b-4. Exhibit 5 shall be considered part Add Remove View of the proposed rule change. If the self-regulatory organization is amending only part of the text of a lengthy **Partial Amendment** proposed rule change, it may, with the Commission's permission, file only those portions of the text of the proposed rule change in which changes are being made if the filing (i.e. partial amendment) is clearly understandable on its face. Such partial

amendment shall be clearly identified and marked to show deletions and additions.

### 1. Text of Proposed Rule Change

(a) Pursuant to the provisions of Section 19(b)(1) under the Securities Exchange Act of 1934 ("Act")<sup>1</sup> and Rule 19b-4 thereunder,<sup>2</sup> The NASDAQ Stock Market LLC ("NASDAQ" or "Exchange") is filing with the Securities and Exchange Commission ("Commission") a proposed change to modify NASDAQ Rule 7001(c) concerning market participant identifier<sup>3</sup> ("MPID") fees.

A notice of the proposed rule change for publication in the <u>Federal Register</u> is attached hereto as <u>Exhibit 1</u> and the text of the proposed rule change is attached as Exhibit 5.

- (b) Not applicable.
- (c) Not applicable.

### 2. Procedures of the Self-Regulatory Organization

The proposed rule change was approved by senior management of NASDAQ pursuant to authority delegated by the Board of Directors of NASDAQ on July 16, 2014. NASDAQ staff will advise the Board of Directors of NASDAQ of any action taken pursuant to delegated authority. No other action by NASDAQ is necessary for the filing of the rule change. The Exchange proposes to implement the proposed rule change on December 1, 2014.

Questions regarding this rule filing may be directed to T. Sean Bennett, Associate General Counsel, The NASDAQ OMX Group at (301) 978-8499 (telephone).

<sup>&</sup>lt;sup>1</sup> 15 U.S.C. 78s(b)(1).

<sup>&</sup>lt;sup>2</sup> 17 CFR 240.19b-4.

When applied to a market maker, sometimes referred to as a "maker participant identifier."

# 3. <u>Self-Regulatory Organization's Statement of the Purpose of, and Statutory Basis</u> for, the Proposed Rule Change

### a. <u>Purpose</u>

NASDAQ is proposing to amend the fees assessed under Rule 7001(c) for MPIDs. MPIDs are special numerical identifiers assigned to certain broker-dealers to identify the firms' transaction and quoting activity. NASDAQ administers the assignment of MPIDs, which may be requested by a broker-dealer for use on NASDAQ systems, reporting to Financial Industry Regulatory Authority ("FINRA"), or a combination of the two. NASDAQ member firms are provided with a Primary MPID upon gaining NASDAQ membership, but may also request additional MPIDs. These additional MPIDs are called Supplemental MPIDs and may be used by member firms to separate orders or quotes entered into the NASDAQ system for affiliates, segregated business units or trading desks, or sponsored access firms. Member firms also may use Supplemental MPIDs exclusively for reporting information to facilities of the FINRA, such as the FINRA/NASDAQ Trade Reporting Facility.

Under Rule 7001(c), NASDAQ provides a Primary MPID at no cost, and Supplementary MPIDs for a fee of \$1,000 per month, per additional identifier. The Exchange also provides Supplementary MPIDs at no cost if they are used exclusively for reporting information to facilities of FINRA. The Exchange has not modified the fees assessed for MPIDs since adopting Rule 7001(c) in July 2010.<sup>4</sup> NASDAQ is proposing to eliminate the distinction between Primary and Supplemental MPIDs and assess a fee of \$500 per month, per identifier. As is currently the case, NASDAQ will not assess a fee

See Securities Exchange Act Release No. 62564 (July 23, 2010), 75 FR 44830 (July 29, 2010) (SR-NASDAQ-2010-089).

for MPIDs used exclusively for reporting to the facilities of FINRA. As a consequence, a member firm that currently has only one MPID would have to pay \$500 per month for the MPID under the proposed change, while a member firm that has two MPIDs currently, none of which are used exclusively for reporting to the facilities of FINRA, would experience no change in the total monthly fee assessed for its MPIDs. A member firm that has three or more MPIDs, none of which are used exclusively for reporting to the facilities of FINRA, would experience an overall fee reduction. The Exchange notes that its membership fees will continue to remain lower than the analogous fees assessed by the New York Stock Exchange for membership.<sup>5</sup>

### b. Statutory Basis

NASDAQ believes that the proposed rule change is consistent with the provisions of Section 6 of the Act,<sup>6</sup> in general, and with Sections 6(b)(4) and 6(b)(5) of the Act,<sup>7</sup> in particular, in that it provides for the equitable allocation of reasonable dues, fees and other charges among members and issuers and other persons using any facility or system which NASDAQ operates or controls, and is not designed to permit unfair discrimination between customers, issuers, brokers, or dealers.

The Exchange believes that the New York Stock Exchange ("NYSE") Trading License Fee is analogous to membership fees of NASDAQ as they both provide access to the trading facilities of their respective exchanges. In this regard, NYSE assesses an annual fee of \$40,000 for the first two licenses held by a member organization, and \$25,000 for each additional license. See <a href="https://www.nyse.com/publicdocs/nyse/markets/nyse/NYSE\_Price\_List.pdf">https://www.nyse.com/publicdocs/nyse/markets/nyse/NYSE\_Price\_List.pdf</a>. By contrast, NASDAQ would assess the proposed monthly fee of \$500 per MPID, an annual membership fee of \$3,000, and a trading rights fee of \$1,000 per month (\$12,000 annually). See NASDAQ Rule 7001(a).

<sup>6 15</sup> U.S.C. 78f.

<sup>&</sup>lt;sup>7</sup> 15 U.S.C. 78f(b)(4) and (5).

NASDAO believes that the proposed simplification and uniform application of the fee assessed for MPIDs is an equitable allocation of a reasonable fee because it removes a distinction from the rule based on the number of MPIDs held and allocates a reduced fee based strictly on the number of MPIDs subscribed. Because the proposed rule change reduces the fee assessed, yet applies that fee to all MPIDs subscribed that are used for their Exchange trading activity, NASDAQ is allocating the fee more precisely with the benefit received. NASDAO notes that it incurs the same cost in administering all MPIDs, including what is currently known as a Primary MPID. The Exchange believes that the proposed fee is reasonable because it lowers the fee to a level that more closely aligns the costs NASDAQ incurs in administering MPIDs with the fees received. NASDAQ currently provides a Primary MPID at no cost, while Supplementary MPIDs not used exclusively for reporting to the facilities of FINRA are assessed a fee. NASDAQ had adopted the Supplementary MPID fees in an effort to help cover the costs of administering MPIDs and to also bring efficiency to their use by member firms.<sup>8</sup> When it adopted the Supplementary MPID fees, NASDAQ noted that it had observed that many member firms subscribed to multiple MPIDs through which very little activity occurred. NASDAO notes that the current fee structure has had the desired effect. Accordingly, NASDAQ now believes that reducing the fee, yet applying it to all MPIDs, is reasonable as it better aligns the fees assessed for MPIDs with the costs incurred by NASDAQ while also retaining an incentive to use MPIDs efficiently.

Supra note 4.

<sup>9</sup> Id.

NASDAQ also believes that the proposed rule change is not designed to permit unfair discrimination between member firms because the proposed fee will be assessed based on the number of MPIDs subscribed. The Exchange notes that all member firms will be assessed a fee for what is now considered a Primary MPID and member firms that currently subscribe only to a Primary MPID and have no Supplementary MPIDs, or only those used exclusively for reporting to the facilities of FINRA, will experience a fee increase. Other member firms, however, will either see no increase in fee or experience a fee reduction under the proposed change. NASDAQ believes that the proposed change is not unfairly discriminatory because all subscribing member firms will be assessed a fee for what is currently known as a Primary MPID. As noted above, all member firms derive benefit from each MPID used in transacting on NASDAQ, and NASDAQ is adjusting the fee to ensure that each subscribing member firm pays for the benefit received.

### 4. <u>Self-Regulatory Organization's Statement on Burden on Competition</u>

NASDAQ does not believe that the proposed rule changes will result in any burden on competition that is not necessary or appropriate in furtherance of the purposes of the Act, as amended. NASDAQ does not believe that the proposed rule change places an unnecessary burden on competition because it lowers the fee assessed for individual MPIDs, while also tying the fee directly to the number of MPIDs subscribed by eliminating the free Primary MPID. NASDAQ notes that, although all member firms will have to pay a fee for what is currently known as a Primary MPID, such a change is appropriate because it more closely aligns the subscription fee assessed for an MPID with

<sup>15</sup> U.S.C. 78f(b)(8).

the cost incurred by NASDAQ in administering it. As discussed above, NASDAQ's membership fees remain lower than the analogous fees of the NYSE, and membership fees are subject to competition from other exchanges. Accordingly, if the changes proposed herein are unattractive to market participants, it is likely that NASDAQ will experience a decline in membership and/or order flow as a result.

- Self-Regulatory Organization's Statement on Comments on the Proposed Rule Change Received from Members, Participants, or Others
   Written comments were neither solicited nor received.
- Extension of Time Period for Commission Action
   Not applicable.
- 7. <u>Basis for Summary Effectiveness Pursuant to Section 19(b)(3) or for Accelerated Effectiveness Pursuant to Section 19(b)(2)</u>

Pursuant to Section 19(b)(3)(A)(ii) of the Act, <sup>11</sup> NASDAQ has designated this proposal as establishing or changing a due, fee, or other charge imposed by the self-regulatory organization on any person, whether or not the person is a member of the self-regulatory organization, which renders the proposed rule change effective upon filing.

- Proposed Rule Change Based on Rules of Another Self-Regulatory Organization or of the Commission
   Not applicable.
- Security-Based Swap Submissions Filed Pursuant to Section 3C of the Act
   Not applicable.
- 10. Advance Notices Filed Pursuant to Section 806(e) of the Payment, Clearing and Settlement Supervision Act
   Not applicable.

<sup>15</sup> U.S.C. 78s(b)(3)(A)(ii).

## 11. Exhibits

1. Completed notice of proposed rule change for publication in the <u>Federal</u>

## Register.

5. Text of the proposed rule change.

**EXHIBIT 1** 

SECURITIES AND EXCHANGE COMMISSION (Release No. 34- ; File No. SR-NASDAQ-2014-118)

Self-Regulatory Organizations; The NASDAQ Stock Market LLC; Notice of Filing and Immediate Effectiveness of a Proposed Rule Change to Modify NASDAQ Rule 7001(c)

Pursuant to Section 19(b)(1) of the Securities Exchange Act of 1934 ("Act"),<sup>1</sup> and Rule 19b-4 thereunder,<sup>2</sup> notice is hereby given that on November 24, 2014, The NASDAQ Stock Market LLC ("NASDAQ" or the "Exchange") filed with the Securities and Exchange Commission ("Commission") a proposed rule change as described in Items I, II and III below, which Items have been prepared by the Exchange. The Commission is publishing this notice to solicit comments on the proposed rule change from interested persons.

I. <u>Self-Regulatory Organization's Statement of the Terms of Substance of the Proposed Rule Change</u>

The Exchange proposes to modify NASDAQ Rule 7001(c) concerning market maker participant identifier<sup>3</sup> ("MPID") fees. The Exchange proposes to implement the proposed rule change on December 1, 2014.

The text of the proposed rule change is available at <a href="nasdaq.cchwallstreet.com">nasdaq.cchwallstreet.com</a> at NASDAQ's principal office, and at the Commission's Public Reference Room.

<sup>&</sup>lt;sup>1</sup> 15 U.S.C. 78s(b)(1).

<sup>&</sup>lt;sup>2</sup> 17 CFR 240.19b-4.

When applied to a market maker, sometimes referred to as a "maker participant identifier."

# II. <u>Self-Regulatory Organization's Statement of the Purpose of, and Statutory Basis</u> for, the Proposed Rule Change

In its filing with the Commission, NASDAQ included statements concerning the purpose of, and basis for, the proposed rule change and discussed any comments it received on the proposed rule change. The text of those statements may be examined at the places specified in Item IV below. The Exchange has prepared summaries, set forth in sections A, B, and C below, of the most significant parts of such statements.

# A. <u>Self-Regulatory Organization's Statement of the Purpose of, and Statutory</u> <u>Basis for, the Proposed Rule Change</u>

### 1. <u>Purpose</u>

NASDAQ is proposing to amend the fees assessed under Rule 7001(c) for MPIDs. MPIDs are special numerical identifiers assigned to certain broker-dealers to identify the firms' transaction and quoting activity. NASDAQ administers the assignment of MPIDs, which may be requested by a broker-dealer for use on NASDAQ systems, reporting to Financial Industry Regulatory Authority ("FINRA"), or a combination of the two. NASDAQ member firms are provided with a Primary MPID upon gaining NASDAQ membership, but may also request additional MPIDs. These additional MPIDs are called Supplemental MPIDs and may be used by member firms to separate orders or quotes entered into the NASDAQ system for affiliates, segregated business units or trading desks, or sponsored access firms. Member firms also may use Supplemental MPIDs exclusively for reporting information to facilities of the FINRA, such as the FINRA/NASDAQ Trade Reporting Facility.

Under Rule 7001(c), NASDAQ provides a Primary MPID at no cost, and Supplementary MPIDs for a fee of \$1,000 per month, per additional identifier. The Exchange also provides Supplementary MPIDs at no cost if they are used exclusively for

reporting information to facilities of FINRA. The Exchange has not modified the fees assessed for MPIDs since adopting Rule 7001(c) in July 2010. NASDAQ is proposing to eliminate the distinction between Primary and Supplemental MPIDs and assess a fee of \$500 per month, per identifier. As is currently the case, NASDAQ will not assess a fee for MPIDs used exclusively for reporting to the facilities of FINRA. As a consequence, a member firm that currently has only one MPID would have to pay \$500 per month for the MPID under the proposed change, while a member firm that has two MPIDs currently, none of which are used exclusively for reporting to the facilities of FINRA, would experience no change in the total monthly fee assessed for its MPIDs. A member firm that has three or more MPIDs, none of which are used exclusively for reporting to the facilities of FINRA, would experience an overall fee reduction. The Exchange notes that its membership fees will continue to remain lower than the analogous fees assessed by the New York Stock Exchange for membership.

#### 2. Statutory Basis

NASDAQ believes that the proposed rule change is consistent with the provisions of Section 6 of the Act,<sup>6</sup> in general, and with Sections 6(b)(4) and 6(b)(5) of the Act,<sup>7</sup> in

See Securities Exchange Act Release No. 62564 (July 23, 2010), 75 FR 44830 (July 29, 2010) (SR-NASDAQ-2010-089).

The Exchange believes that the New York Stock Exchange ("NYSE") Trading License Fee is analogous to membership fees of NASDAQ as they both provide access to the trading facilities of their respective exchanges. In this regard, NYSE assesses an annual fee of \$40,000 for the first two licenses held by a member organization, and \$25,000 for each additional license. See <a href="https://www.nyse.com/publicdocs/nyse/markets/nyse/NYSE\_Price\_List.pdf">https://www.nyse.com/publicdocs/nyse/markets/nyse/NYSE\_Price\_List.pdf</a>. By contrast, NASDAQ would assess the proposed monthly fee of \$500 per MPID, an annual membership fee of \$3,000, and a trading rights fee of \$1,000 per month (\$12,000 annually). See NASDAQ Rule 7001(a).

<sup>&</sup>lt;sup>6</sup> 15 U.S.C. 78f.

particular, in that it provides for the equitable allocation of reasonable dues, fees and other charges among members and issuers and other persons using any facility or system which NASDAQ operates or controls, and is not designed to permit unfair discrimination between customers, issuers, brokers, or dealers.

NASDAQ believes that the proposed simplification and uniform application of the fee assessed for MPIDs is an equitable allocation of a reasonable fee because it removes a distinction from the rule based on the number of MPIDs held and allocates a reduced fee based strictly on the number of MPIDs subscribed. Because the proposed rule change reduces the fee assessed, yet applies that fee to all MPIDs subscribed that are used for their Exchange trading activity, NASDAQ is allocating the fee more precisely with the benefit received. NASDAQ notes that it incurs the same cost in administering all MPIDs, including what is currently known as a Primary MPID. The Exchange believes that the proposed fee is reasonable because it lowers the fee to a level that more closely aligns the costs NASDAQ incurs in administering MPIDs with the fees received. NASDAQ currently provides a Primary MPID at no cost, while Supplementary MPIDs not used exclusively for reporting to the facilities of FINRA are assessed a fee. NASDAQ had adopted the Supplementary MPID fees in an effort to help cover the costs of administering MPIDs and to also bring efficiency to their use by member firms.<sup>8</sup> When it adopted the Supplementary MPID fees, NASDAQ noted that it had observed that many member firms subscribed to multiple MPIDs through which very little activity

<sup>&</sup>lt;sup>7</sup> 15 U.S.C. 78f(b)(4) and (5).

Supra note 4.

occurred.<sup>9</sup> NASDAQ notes that the current fee structure has had the desired effect.

Accordingly, NASDAQ now believes that reducing the fee, yet applying it to all MPIDs, is reasonable as it better aligns the fees assessed for MPIDs with the costs incurred by NASDAQ while also retaining an incentive to use MPIDs efficiently.

NASDAQ also believes that the proposed rule change is not designed to permit unfair discrimination between member firms because the proposed fee will be assessed based on the number of MPIDs subscribed. The Exchange notes that all member firms will be assessed a fee for what is now considered a Primary MPID and member firms that currently subscribe only to a Primary MPID and have no Supplementary MPIDs, or only those used exclusively for reporting to the facilities of FINRA, will experience a fee increase. Other member firms, however, will either see no increase in fee or experience a fee reduction under the proposed change. NASDAQ believes that the proposed change is not unfairly discriminatory because all subscribing member firms will be assessed a fee for what is currently known as a Primary MPID. As noted above, all member firms derive benefit from each MPID used in transacting on NASDAQ, and NASDAQ is adjusting the fee to ensure that each subscribing member firm pays for the benefit received.

B. <u>Self-Regulatory Organization's Statement on Burden on Competition</u>

NASDAQ does not believe that the proposed rule changes will result in any

burden on competition that is not necessary or appropriate in furtherance of the purposes

of the Act, as amended. NASDAQ does not believe that the proposed rule change

<sup>&</sup>lt;sup>9</sup> <u>Id.</u>

<sup>15</sup> U.S.C. 78f(b)(8).

places an unnecessary burden on competition because it lowers the fee assessed for individual MPIDs, while also tying the fee directly to the number of MPIDs subscribed by eliminating the free Primary MPID. NASDAQ notes that, although all member firms will have to pay a fee for what is currently known as a Primary MPID, such a change is appropriate because it more closely aligns the subscription fee assessed for an MPID with the cost incurred by NASDAQ in administering it. As discussed above, NASDAQ's membership fees remain lower than the analogous fees of the NYSE, and membership fees are subject to competition from other exchanges. Accordingly, if the changes proposed herein are unattractive to market participants, it is likely that NASDAQ will experience a decline in membership and/or order flow as a result.

C. <u>Self-Regulatory Organization's Statement on Comments on the Proposed</u> <u>Rule Change Received From Members, Participants or Others</u>

Written comments were neither solicited nor received.

III. <u>Date of Effectiveness of the Proposed Rule Change and Timing for Commission Action</u>

The foregoing change has become effective pursuant to Section 19(b)(3)(A) of the Act,<sup>11</sup> and paragraph (f)<sup>12</sup> of Rule 19b-4, thereunder. At any time within 60 days of the filing of the proposed rule change, the Commission summarily may temporarily suspend such rule change if it appears to the Commission that such action is necessary or appropriate in the public interest, for the protection of investors, or otherwise in furtherance of the purposes of the Act.

<sup>&</sup>lt;sup>11</sup> 15 U.S.C. 78s(b)(3)(A).

<sup>&</sup>lt;sup>12</sup> 17 CFR 240.19b-4(f)

### IV. Solicitation of Comments

Interested persons are invited to submit written data, views, and arguments concerning the foregoing, including whether the proposed rule change is consistent with the Act. Comments may be submitted by any of the following methods:

### Electronic comments:

- Use the Commission's Internet comment form (http://www.sec.gov/rules/sro.shtml); or
- Send an e-mail to <u>rule-comments@sec.gov</u>. Please include File Number SR-NASDAQ-2014-118 on the subject line.

### Paper comments:

 Send paper comments in triplicate to Brent J. Fields, Secretary, Securities and Exchange Commission, 100 F Street, NE, Washington, DC 20549-1090.

All submissions should refer to File Number SR-NASDAQ-2014-118. This file number should be included on the subject line if e-mail is used.

To help the Commission process and review your comments more efficiently, please use only one method. The Commission will post all comments on the Commission's Internet Web site (<a href="http://www.sec.gov/rules/sro.shtml">http://www.sec.gov/rules/sro.shtml</a>). Copies of the submission, all subsequent amendments, all written statements with respect to the proposed rule change that are filed with the Commission, and all written communications relating to the proposed rule change between the Commission and any person, other than those that may be withheld from the public in accordance with the provisions of 5 U.S.C. 552, will be available for website viewing and printing in the Commission's Public Reference Room on official business days between the hours of 10:00 a.m. and 3:00 p.m.

Copies of such filing also will be available for inspection and copying at the principal offices of the Exchange. All comments received will be posted without change; the Commission does not edit personal identifying information from submissions. You should submit only information that you wish to make available publicly.

All submissions should refer to File Number SR-NASDAQ-2014-118, and should be submitted on or before [insert date 21 days from publication in the <u>Federal Register</u>].

For the Commission, by the Division of Trading and Markets, pursuant to delegated authority. <sup>13</sup>

Kevin M. O'Neill Deputy Secretary

<sup>&</sup>lt;sup>13</sup> 17 CFR 200.30-3(a)(12).

#### **EXHIBIT 5**

The text of the proposed rule change is below. Proposed new language is underlined; proposed deletions are bracketed.

### 7001. Membership Fees

- (a) (b) No change.
- (c) [The first m]Market participant identifiers or maker participant identifiers issued to a member will be assessed \$500 per month, per identifier.[, referred to as the "Primary MPID," is provided at no cost. Additional identifiers, referred to as "Supplemental MPIDs," may be approved for use on NASDAQ for a fee of \$1,000 per month, per additional identifier. Supplemental MPIDs ] Market participant identifiers or maker participant identifiers that are used exclusively for reporting information to facilities of the Financial Industry Regulatory Authority (e.g., FINRA/NASDAQ Trade Reporting Facility) are excluded from this fee.

\* \* \* \* \*