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OMB APPROVAL

Page 1 of * 14	WASHING	ES AND EXCHANGE COMMISSION ASHINGTON, D.C. 20549 Form 19b-4 Amendment No			File No.* SR - 2017 - * 45	
Filing by NYSE MKT LLC Pursuant to Rule 19b-4 under th	e Securities Exchange	Act of 1934				
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Initial * Amendment *  ☑ □	Withdrawal	Section 19(b)(2) *	Section	on 19(b)(3)(A) *	Section 19(b)(3)(B) *	
Pilot Extension of Time Period for Commission Action	L)ate Eynires *		<ul><li>19b-4(f</li><li>19b-4(f</li><li>19b-4(f</li></ul>	0(1)		
Notice of proposed change pursuant to the Payment, Clearing, and Settlement Act of 2010 Security-Based Swap Submission pursuant						
Section 806(e)(1) *	Section 806(e)(2) *	<b>9</b> , 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		to the Securities Exc Section 3C(b)(2	change Act of 1934	
Exhibit 2 Sent As Paper Document	Exhibit 3 Sent As Paper Do	ocument				
Description  Provide a brief description of the action (limit 250 characters, required when Initial is checked *).  Proposed Rule Change to Amend Section 146 of the NYSE MKT Company Guide						
Contact Information  Provide the name, telephone num prepared to respond to questions  First Name * John Title * Senior Director E-mail * John.Carey@theio Telephone * (212) 656-5640	and comments on the ac			lf-regulatory organiza	tion	
Signature  Pursuant to the requirements of the has duly caused this filing to be signature.	_		ito duly autho (Title *)	rized.		
Date 07/17/2017		Senior Counsel				
By David De Gregorio						
(Name *)						
NOTE: Clicking the button at right will or this form. A digital signature is as legall signature, and once signed, this form ca	y binding as a physical	Dav	rid DeGregori	0,		

#### 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 Remove Add 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. <u>Text of the Proposed Rule Change</u>

(a) Pursuant to the provisions of Section 19(b)(1) of the Securities Exchange Act of 1934 (the "Act")<sup>1</sup> and Rule 19b-4 thereunder,<sup>2</sup> NYSE MKT LLC ("NYSE MKT" or the "Exchange") proposes to amend Section 146 of the NYSE MKT Company Guide (the "Company Guide") to provide that companies initially listed after the effectiveness of the proposed rule change will not be eligible to receive corporate governance tools under the Exchange's services offering.

The text of the proposed rule change is set forth in Exhibit 5 attached hereto. The proposed rule change is available on the Exchange's website at www.nyse.com, at the Exchange's principal office, and at the Commission's Public Reference Room.

- (b) The Exchange does not believe that the proposed rule change will have any direct effect, or any significant indirect effect, on any other Exchange rule in effect at the time of this filing.
- (c) Not applicable.

## 2. <u>Procedures of the Self-Regulatory Organization</u>

Senior management has approved the proposed rule change pursuant to authority delegated to it by the Board of the Exchange. No further action is required under the Exchange's governing documents. Therefore, the Exchange's internal procedures with respect to the proposed rule change are complete.

The person on the Exchange staff prepared to respond to questions and comments on the proposed rule change is:

John Carey Senior Director NYSE Group, Inc. (212) 656-5640

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

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

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

## (a) <u>Purpose</u>

The Exchange proposes to amend Section 146 of the Company Guide to provide that companies initially listed after the effectiveness of the proposed rule change will not be eligible to receive corporate governance tools under the Exchange's services offering.

As set forth in Section 146, the Exchange currently provides Eligible New Listings<sup>3</sup> with complimentary Web-hosting products and services (with a commercial value of approximately \$16,000 annually), web-casting services (with a commercial value of approximately \$6,500 annually), whistleblower hotline services (with a commercial value of approximately \$4,000 annually), and news distribution products and services (with a commercial value of approximately \$20,000 annually) and corporate governance tools (with a commercial value of approximately \$15,000 annually) for a period of 24 calendar months. The Exchange's experience has been that companies that qualify as Eligible New Listings have generally not been interested in availing themselves of the corporate governance tools available as part of the services offering. As such the Exchange has decided to discontinue the corporate governance tool portion of its service offering for companies that list after effectiveness of this proposed amendment. Any company that is listed prior to effectiveness of the amendment will continue to be able to access corporate governance tools to the extent that they are eligible to do so under Section 146 as currently in effect.

## (b) <u>Statutory Basis</u>

For the purposes of Section 146, the term "Eligible New Listing" means (i) any U.S. company that lists common stock on the Exchange for the first time and any non-U.S. company that lists an equity security on the Exchange under Section 101 or 110 of the Company Guide for the first time, regardless of whether such U.S. or non-U.S. company conducts an offering, (ii) any U.S. or non- U.S. company that transfers its listing of common stock or equity securities, respectively, to the Exchange from another national securities exchange and (iii) any U.S. or non- U.S. company emerging from a bankruptcy, spinoff (where a company lists new shares in the absence of a public offering), and carve-out (where a company carves out a business line or division, which then conducts a separate initial public offering).

The Exchange believes that the proposed rule change is consistent with Section 6(b)<sup>4</sup> of the Act, in general, and furthers the objectives of Section 6(b)(5) of the Act, in particular in that it is designed to promote just and equitable principles of trade, to foster cooperation and coordination with persons engaged in regulating, clearing, settling, processing information with respect to, and facilitating transactions in securities, to remove impediments to and perfect the mechanism of a free and open market and a national market system, and, in general, to protect investors and the public interest and is not designed to permit unfair discrimination between customers, issuers, brokers, or dealers. The Exchange believes that the proposed amendment is not unfairly discriminatory, as all companies listed after effectiveness of the proposed amendment will continue to be eligible to avail themselves of the same services offering with the exception of the corporate governance tools offering which will be discontinued. It is not unfairly discriminatory to continue to offer corporate governance tools to companies listed prior to effectiveness of the amendment, as that benefit was part of the services offering that was available at the time of those companies' initial listing and may have had some influence over their listing decisions.

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

The Exchange believes that the proposed amendments to the Company Guide do not impose any burden on competition that is not necessary or appropriate in furtherance of the purposes of the Act. The proposed rule change does not impose any burden on competition, as all companies whose initial listing occurs after effectiveness of the proposed amendment will be eligible for an identical services offering with the exception of the discontinued corporate governance tools.

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

The Exchange has neither solicited nor received written comments on the proposed rule change.

## 6. Extension of Time Period for Commission Action

The Exchange does not consent at this time to an extension of any time period for Commission action.

<sup>5</sup> 15 U.S.C. 78f(b)(5).

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

7. <u>Basis for Summary Effectiveness Pursuant to Section 19(b)(3) or for</u>
Accelerated Effectiveness Pursuant to Section 19(b)(2)

Not applicable.

8. <u>Proposed Rule Change Based on Rules of Another Self-Regulatory Organization</u> or of the Commission

Not applicable.

9. <u>Security-Based Swap Submissions Filed Pursuant to Section 3C of the Act</u>

Not applicable.

10. Advance Notices Filed Pursuant to Section 806(e) of the Payment, Clearing and Settlement Supervision Act

Not applicable.

11. Exhibits

Exhibit 1 – Form of Notice of Proposed Rule Change for Federal Register

Exhibit 5 – Amended Rule Text

EXHIBIT 1

SECURITIES AND EXCHANGE COMMISSION

(Release No. 34- ; File No. SR-NYSEMKT-2017-45)

[Date]

Self-Regulatory Organizations; NYSE MKT LLC; Notice of Filing of Proposed Rule Change to Amend Section 146 of the NYSE MKT Company Guide

Pursuant to Section 19(b)(1)<sup>1</sup> of the Securities Exchange Act of 1934 (the "Act")<sup>2</sup> and Rule 19b-4 thereunder,<sup>3</sup> notice is hereby given that, on July 17, 2017, NYSE MKT LLC (the "Exchange" or "NYSE MKT") filed with the Securities and Exchange Commission (the "Commission") the proposed rule change as described in Items I, II, and III below, which Items have been prepared by the self-regulatory organization. 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 amend Section 146 of the NYSE MKT Company Guide (the "Company Guide") to provide that companies initially listed after the effectiveness of the proposed rule change will not be eligible to receive corporate governance tools under the Exchange's services offering. The proposed rule change is available on the Exchange's website at <a href="www.nyse.com">www.nyse.com</a>, at the principal office of the Exchange, 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> 15 U.S.C. 78a.

<sup>&</sup>lt;sup>3</sup> 17 CFR 240.19b-4.

## 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, the self-regulatory organization 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 the</u> Statutory Basis for, the Proposed Rule Change

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

The Exchange proposes to amend Section 146 of the Company Guide to provide that companies initially listed after the effectiveness of the proposed rule change will not be eligible to receive corporate governance tools under the Exchange's services offering.

As set forth in Section 146, the Exchange currently provides Eligible New Listings<sup>4</sup> with complimentary Web-hosting products and services (with a commercial value of approximately \$16,000 annually), web-casting services (with a commercial value of approximately \$6,500 annually), whistleblower hotline services (with a

For the purposes of Section 146, the term "Eligible New Listing" means (i) any U.S. company that lists common stock on the Exchange for the first time and any non-U.S. company that lists an equity security on the Exchange under Section 101 or 110 of the Company Guide for the first time, regardless of whether such U.S. or non-U.S. company conducts an offering, (ii) any U.S. or non- U.S. company that transfers its listing of common stock or equity securities, respectively, to the Exchange from another national securities exchange and (iii) any U.S. or non- U.S. company emerging from a bankruptcy, spinoff (where a company lists new shares in the absence of a public offering), and carve-out (where a company carves out a business line or division, which then conducts a separate initial public offering).

commercial value of approximately \$4,000 annually), and news distribution products and services (with a commercial value of approximately \$20,000 annually) and corporate governance tools (with a commercial value of approximately \$15,000 annually) for a period of 24 calendar months. The Exchange's experience has been that companies that qualify as Eligible New Listings have generally not been interested in availing themselves of the corporate governance tools available as part of the services offering. As such the Exchange has decided to discontinue the corporate governance tool portion of its service offering for companies that list after effectiveness of this proposed amendment. Any company that is listed prior to effectiveness of the amendment will continue to be able to access corporate governance tools to the extent that they are eligible to do so under Section 146 as currently in effect.

### (b) Statutory Basis

The Exchange believes that the proposed rule change is consistent with Section  $6(b)^5$  of the Act, in general, and furthers the objectives of Section 6(b)(5) of the Act, in particular in that it is designed to promote just and equitable principles of trade, to foster cooperation and coordination with persons engaged in regulating, clearing, settling, processing information with respect to, and facilitating transactions in securities, to remove impediments to and perfect the mechanism of a free and open market and a national market system, and, in general, to protect investors and the public interest and is not designed to permit unfair discrimination between customers, issuers, brokers, or dealers. The Exchange believes that the proposed amendment is not unfairly

<sup>5</sup> 15 U.S.C. 78f(b).

<sup>&</sup>lt;sup>6</sup> 15 U.S.C. 78f(b)(5).

discriminatory, as all companies listed after effectiveness of the proposed amendment will continue to be eligible to avail themselves of the same services offering with the exception of the corporate governance tools offering which will be discontinued. It is not unfairly discriminatory to continue to offer corporate governance tools to companies listed prior to effectiveness of the amendment, as that benefit was part of the services offering that was available at the time of those companies' initial listing and may have had some influence over their listing decisions.

#### 2. Statutory Basis

The Exchange believes that the proposed rule change is consistent with Section  $6(b)^7$  of the Act, in general, and furthers the objectives of Section 6(b)(5) of the Act, in particular in that it is designed to promote just and equitable principles of trade, to foster cooperation and coordination with persons engaged in regulating, clearing, settling, processing information with respect to, and facilitating transactions in securities, to remove impediments to and perfect the mechanism of a free and open market and a national market system, and, in general, to protect investors and the public interest and is not designed to permit unfair discrimination between customers, issuers, brokers, or dealers. The Exchange believes that the proposed amendment is not unfairly discriminatory, as all companies listed after effectiveness of the proposed amendment will continue to be eligible to avail themselves of the same services offering with the exception of the corporate governance tools offering which will be discontinued. It is not unfairly discriminatory to continue to offer corporate governance tools to companies

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

<sup>&</sup>lt;sup>8</sup> 15 U.S.C. 78f(b)(5).

listed prior to effectiveness of the amendment, as that benefit was part of the services offering that was available at the time of those companies' initial listing and may have had some influence over their listing decisions.

#### B. Self-Regulatory Organization's Statement on Burden on Competition

The Exchange believes that the proposed amendments to the Company Guide do not impose any burden on competition that is not necessary or appropriate in furtherance of the purposes of the Act. The proposed rule change does not impose any burden on competition, as all companies whose initial listing occurs after effectiveness of the proposed amendment will be eligible for an identical services offering with the exception of the discontinued corporate governance tools.

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

No written comments were solicited or received with respect to the proposed rule change.

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

Within 45 days of the date of publication of this notice in the <u>Federal Register</u> or up\_to 90 days (i) as the Commission may designate if it finds such longer period to be appropriate and publishes its reasons for so finding or (ii) as to which the self-regulatory organization consents, the Commission will:

- (A) by order approve or disapprove the proposed rule change, or
- (B) institute proceedings to determine whether the proposed rule change should be disapproved.

#### 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 rule-comments@sec.gov. Please include File Number SR-NYSEMKT-2017-45 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-NYSEMKT-2017-45. 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 website (http://www.sec.gov/rules/sro.shtml). 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, 100 F Street, NE, Washington, DC 20549 on official business days between the hours of 10:00 a.m. and 3:00 p.m. Copies of the filing also will be available for inspection and copying at the principal office 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-NYSEMKT-2017-45 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. 9

Robert W. Errett Deputy Secretary

<sup>17</sup> CI

**EXHIBIT 5** 

Additions <u>underscored</u> Deletions [bracketed]

### **NYSE MKT Company Guide**

\*\*\*\*

#### Sec. 146. PRODUCTS AND SERVICES AVAILABLE TO ISSUERS

The Exchange offers all listed companies certain complimentary products through the Exchange's Market Access Center, as described on the Exchange's website. The Exchange also provides Eligible New Listings with complimentary Web-hosting products and services (with a commercial value of approximately \$16,000 annually), web-casting services (with a commercial value of approximately \$6,500 annually), whistleblower hotline services (with a commercial value of approximately \$4,000 annually)[,] and news distribution products and services (with a commercial value of approximately \$20,000 annually) [and corporate governance tools (with a commercial value of approximately \$15,000 annually)] for a period of 24 calendar months.\*

\* \* \* \* \*

A company listed under Section 119 of the Company Guide is not eligible to be deemed an Eligible New Listing at the time of its initial listing. However, a company listed under Section 119 will be deemed to be an Eligible New Listing at such time as it has completed one or more business combinations having an aggregate fair market value of at least 80% of the value of the deposit account as specified in Section 119(b) (the "Business Combination Condition") if it remains listed after meeting that requirement. The period of complimentary products and services provided to such companies begins on the date of meeting the Business Combination Condition. Notwithstanding the foregoing, however, if such a company begins to use a particular product or service provided for under this Section 146 within 30 days of meeting the Business Combination Condition, the complimentary period will begin on the date of first use.

\* In addition, Eligible New Listings that list before the effectiveness of SR-NYSEMKT-2017-45 are eligible to receive complimentary corporate governance tools (with a commercial value of approximately \$15,000 annually) for a period of 24 calendar months. Companies that list after the effectiveness of SR-NYSEMKT-2017-45 will not be eligible to receive any corporate governance tools.

\* \* \* \* \*