

July 30, 2015

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Reference: **FR2015-0714-0344/E**
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REVIEW LETTER

1. Calm Steady and Common Sense - Using Emotion as Your Investment Guide - White Paper
Rule: FIN 2210
2 pages

Fee: \$125

Total Fee: \$125

Attention: Joseph Kelly

The material submitted appears consistent with applicable standards.

Reviewed by,

Natlyn D. Murrain
Associate Principal Analyst

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This year's Advertising Regulation Conference will be held on October 8-9 in Washington, D.C. For more information and to register, please view our online brochure at <http://www.finra.org/industry/advertising-regulation-conference>.

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