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Initial *	Amendment *	Withdrawal	Section 19(b)(2) *	Section 19(b)(3)(A) *	Section 19(b)(3)(B)
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For complete Form 19b-4 instructions please refer to the EFFS website.				
Form 19b-4 Information (required) Add Remove View	The self-regulatory organization must provide all required information, presented in a clear and comprehensible manner, to enable the public to provide meaningful comment on the proposal and for the Commission to determine whether the proposal is consistent with the Act and applicable rules and regulations under the Act.			
Exhibit 1 - Notice of Proposed Rule Change (required) Add Remove View	The Notice section of this Form 19b-4 must comply with the guidelines for publication 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 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 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)			
Exhibit 2 - Notices, Written Comments, Transcripts, Other Communications Add Remove View Exhibit Sent As Paper Document	Copies of notices, written comments, transcripts, other communications. If such documents cannot be filed electronically in accordance with Instruction F, they shall be filed in accordance with Instruction G.			
Exhibit 3 - Form, Report, or Questionnaire Add Remove View Exhibit Sent As Paper Document	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 referred to by the proposed rule change.			
Exhibit 4 - Marked Copies Add Remove View	The full text shall be marked, in any convenient manner, to indicate additions to and deletions from the immediately preceding filing. The purpose of Exhibit 4 is to permit 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 Add Remove View	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 of the proposed rule change.			
Partial Amendment Add Remove View	If the self-regulatory organization is amending only part of the text of a lengthy 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.			

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1. <u>Text of Proposed Rule Change</u>

(a) NASDAQ OMX PHLX LLC ("PHLX" or "Exchange"), pursuant to Section 19(b)(1) of the Securities Exchange Act of 1934 ("Act")¹ and Rule 19b-4 thereunder,² is filing with the Securities and Exchange Commission ("Commission") a proposal for PHLX to accept inbound orders routed by NASDAQ Options Services LLC ("NOS") from NASDAQ OMX BX's new options market (with the attendant obligations and conditions), as described further below, on a one year pilot basis.

(b) This proposal impacts PHLX Rule 985, as described herein.

(c) Securities Exchange Act Release Nos. 58179 (July 17, 2008), 73 FR 42874
(July 23, 2008)(SR-Phlx-2008-31); 61667 (March 5, 2010), 75 FR 11964 (March 12, 2010)(SR-Phlx-2010-36); 62877 (September 9, 2010), 75 FR 56633 (September 16, 2010)(SR-Phlx-010-79); 64338 (April 25, 2011), 76 FR 24069 (April 29, 2011)(SR-Phlx-2011-13); and 64584 (June 2, 2011), 76 FR 33378 (June 8, 2011)(SR-Phlx-2011-69).

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

The proposed rule change was approved by the Board of Directors on May 15,

2012. No other action is necessary for the filing of the rule change.

Questions regarding this rule filing may be directed to Edith Hallahan at (215) 496-5179.

¹ 15 U.S.C. 78s(b)(1).

² 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>

In conjunction with a proposal by NASDAQ OMX BX ("BX") to establish a new options market and provide outbound routing services to all markets using its affiliated routing broker, NOS,³ PHLX proposes that NOS be permitted to route orders from BX to PHLX on a one year pilot basis.

NOS is a broker-dealer and member of PHLX, BX and The NASDAQ Stock Market ("NASDAQ"). NOS provides all routing functions for NASDAQ⁴ and PHLX,⁵ and BX has proposed that NOS do so for BX as well.⁶ NASDAQ, PHLX, BX and NOS are affiliates. Accordingly, the affiliate relationship between PHLX and NOS, its member, raises the issue of an exchange's affiliation with a member of such exchange.⁷ Specifically, in connection with prior filings, the Commission has expressed concern that the affiliation of an exchange with one of its members raises the potential for unfair competitive advantage and potential conflicts of interest between an exchange's self-

- 5 See Securities Exchange Act Release No. 59995 (May 28, 2009), 74 FR 26750 (June 3, 2009) (SR-Phlx-2009-32).
- ⁶ <u>See</u> SR-BX-2012-030.
- ⁷ Absent an effective filing, Exchange Rule 985(b) would prohibit NOS from being a member of the Exchange.

³ <u>See SR-BX-2012-030.</u>

⁴ See NOM Rules Chapter VI, Section 11(e). See also Securities Exchange Act Release No. 57478 (March 12, 2008), 73 FR 14521 (March 18, 2008)(SR-NASDAQ-2007-004 and SR-NASDAQ-2007-080).

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regulatory obligations and its commercial interests.⁸

Recognizing that the Commission has previously expressed concern regarding the potential for conflicts of interest in instances where a member firm is affiliated with an exchange of which it is a member, PHLX previously proposed, and the Commission approved, limitations and conditions on NOS's affiliation with PHLX.⁹ Also recognizing that the Commission has expressed concern regarding the potential for conflicts of interest in instances where a member firm is affiliated with an exchange to which it is routing orders, PHLX previously proposed, and the Commission approved, ¹⁰ NOS's affiliation with PHLX to permit PHLX to accept inbound orders that NOS routes in its capacity as a facility of NASDAQ, subject to the certain limitations and conditions. PHLX now proposes to accept inbound options orders that NOS routes in its capacity as a facility of BX, subject to these same limitations and conditions:

First, PHLX and the Financial Industry Regulatory Authority ("FINRA") will
maintain a Regulatory Contract, as well as an agreement pursuant to Rule
17d–2 under the Act ("17d–2 Agreement").¹¹ Pursuant to the Regulatory
Contract and the 17d–2 Agreement, FINRA will be allocated regulatory

See Securities Exchange Act Release Nos. 59153 (December 23, 2008), 73 FR 80485 (SR-NASDAQ-2008-098); and 62736 (August 17, 2010), 75 FR 51861 (August 23, 2010) (SR-NASDAQ-2010-100).

 ⁹ See Securities Exchange Act Release No. 59995 (May 28, 2009), 74 FR 26750 (June 3, 2009) (SR-Phlx-2009-32).

 <u>See e.g.</u>, Securities Exchange Act Release No. 65399 (September 26, 2011), 76
 FR 60955 (September 20, 2011) (SR-Phlx-2011-111).

¹¹ 17 CFR 240.17d-2.

responsibilities to review NOS's compliance with certain PHLX rules.¹² Pursuant to the Regulatory Contract, however, PHLX retains ultimate responsibility for enforcing its rules with respect to NOS.

- Second, FINRA will monitor NOS for compliance with PHLX's trading rules, and will collect and maintain certain related information.¹³
- Third, FINRA will provide a report to PHLX's chief regulatory officer
 (''CRO''), on a quarterly basis, that: (i) quantifies all alerts (of which FINRA
 is aware) that identify NOS as a participant that has potentially violated
 Commission or Exchange rules, and (ii) lists all investigations that identify
 NOS as a participant that has potentially violated Commission or Exchange
 rules.
- Fourth, PHLX has in place PHLX Rule 985, which requires NASDAQ OMX, as the holding company owning both PHLX and NOS, to establish and maintain procedures and internal controls reasonably designed to ensure that NOS does not develop or implement changes to its system, based on non-public information obtained regarding planned changes to PHLX's systems as a result of its affiliation with PHLX, until such information is available

¹² NOS is also subject to independent oversight by FINRA, its designated examining authority, for compliance with financial responsibility requirements.

¹³ Pursuant to the Regulatory Contract, both FINRA and PHLX will collect and maintain all alerts, complaints, investigations and enforcement actions in which NOS (in its capacity as a facility of BX routing orders to PHLX) is identified as a participant that has potentially violated applicable Commission or Exchange rules. PHLX and FINRA will retain these records in an easily accessible manner in order to facilitate any potential review conducted by the Commission's Office of Compliance Inspections and Examinations.

generally to similarly situated Exchange members, in connection with the provision of inbound order routing to PHLX.

 Fifth, PHLX proposes that the routing of orders from NOS to PHLX, in NOS's capacity as a facility of BX be authorized for a pilot period of one year.

PHLX believes that the above-listed conditions protect the independence of PHLX's regulatory responsibility with respect to NOS, and that these mitigate the aforementioned concerns about potential conflicts of interest and unfair competitive advantage.

b. <u>Statutory Basis</u>

PHLX believes that the proposed rule change is consistent with the provisions of Section 6 of the Act,¹⁴ in general, and with Section 6(b)(5) of the Act,¹⁵ in particular, in that the proposal is designed to prevent fraudulent and manipulative acts and practices, 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, because the proposed rule change will allow PHLX to receive inbound routes of orders from NOS, acting in its capacity as a facility of BX, in a manner consistent with prior approvals and established protections. PHLX

¹⁴ 15 U.S.C. 78f.

¹⁵ 15 U.S.C. 78f(b)(5).

of PHLX's regulatory responsibility with respect to NOS, as well as ensure that NOS

cannot use any information it may have because of its affiliation with PHLX to its

advantage.

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

PHLX does not believe that the proposed rule change will result in any burden on

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

Act, as amended.

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

Written comments were neither solicited nor received.

6. <u>Extension of Time Period for Commission Action</u>

Not applicable.

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

PHLX respectfully requests that the proposed rule change be approved on an accelerated basis and states that good cause exists for such accelerated approval. PHLX requests that the proposal be implemented at the same time as SR-BX-2012-030, which proposes, among other things, for BX to route options orders from its proposed new options market to other exchanges, including PHLX, in order to access Protected Quotations. PHLX, in turn, seeks to receive inbound options orders from BX Options, which is critical to its functioning as an options market. Similar proposed rules are in effect on other exchanges, both options and equities.¹⁶

See e.g., Securities Exchange Act Release Nos. 65185 (August 22, 2011), 76 FR 53509 (August 26, 2011) (SR-NYSEArca-2011-61); and 62901 (September 13, 2010), 75 FR 57097 (September 17, 2010) (SR-BATS-2010-024).

PHLX believes that the proposed rule change is non-controversial and unlikely to attract written comment. PHLX notes that many exchanges receive inbound orders from affiliates.¹⁷

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

The proposal is similar to SR-Phlx-2011-111;¹⁸ there is no substantive difference.

9. <u>Exhibits</u>

1. Completed notice of proposed rule change for publication in the Federal

Register.

 ¹⁷ See Securities Exchange Act Release Nos. 65185 (August 22, 2011), 76 FR
 53509 (August 26, 2011) (SR-NYSEArca-2011-61); and 62901 (September 13, 2010), 75 FR 57097 (September 17, 2010) (SR-BATS-2010-024).

 ¹⁸ See Securities Exchange Act Release No. 65399 (September 26, 2011), 76 FR 60955 (September 20, 2011) (SR-Phlx-2011-111).

Exhibit 1

SECURITIES AND EXCHANGE COMMISSION (Release No. ; File No. SR-Phlx-2012-68)

May ___, 2012

Self-Regulatory Organizations; Notice of Filing of Proposed Rule Change by NASDAQ OMX PHLX LLC to Accept Inbound Orders from NASDAQ OMX BX's New Options Market

Pursuant to Section 19(b)(1) of the Securities Exchange Act of 1934 ("Act")¹, and

Rule 19b-4² thereunder, notice is hereby given that on May 15, 2012, NASDAQ OMX

PHLX LLC ("Phlx" or "Exchange") filed with the Securities and Exchange Commission

("SEC" or "Commission") the 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</u> <u>Proposed Rule Change</u>

The Exchange proposes to file with the Commission a proposal for PHLX to

accept inbound orders routed by NASDAQ Options Services LLC ("NOS") from

NASDAQ OMX BX's new options market (with the attendant obligations and

conditions), as described further below, on a one year pilot basis.

The text of the proposed rule change is available on the Exchange's Website at http://www.nasdaqtrader.com/micro.aspx?id=PHLXRulefilings, at the principal office of the Exchange, and at the Commission's Public Reference Room.

¹ 15 U.S.C. 78s(b)(1).

² 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 Exchange 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 these 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 aspects 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>

In conjunction with a proposal by NASDAQ OMX BX ("BX") to establish a new options market and provide outbound routing services to all markets using its affiliated routing broker, NOS,³ PHLX proposes that NOS be permitted to route orders from BX to PHLX on a one year pilot basis.

NOS is a broker-dealer and member of PHLX, BX and The NASDAQ Stock Market ("NASDAQ"). NOS provides all routing functions for NASDAQ⁴ and PHLX,⁵ and BX has proposed that NOS do so for BX as well.⁶ NASDAQ, PHLX, BX and NOS are affiliates. Accordingly, the affiliate relationship between PHLX and NOS, its

³ <u>See</u> SR-BX-2012-030.

⁴ See NOM Rules Chapter VI, Section 11(e). See also Securities Exchange Act Release No. 57478 (March 12, 2008), 73 FR 14521 (March 18, 2008)(SR-NASDAQ-2007-004 and SR-NASDAQ-2007-080).

⁵ <u>See</u> Securities Exchange Act Release No. 59995 (May 28, 2009), 74 FR 26750 (June 3, 2009) (SR-Phlx-2009-32).

⁶ <u>See SR-BX-2012-030.</u>

member, raises the issue of an exchange's affiliation with a member of such exchange.⁷ Specifically, in connection with prior filings, the Commission has expressed concern that the affiliation of an exchange with one of its members raises the potential for unfair competitive advantage and potential conflicts of interest between an exchange's self-regulatory obligations and its commercial interests.⁸

Recognizing that the Commission has previously expressed concern regarding the potential for conflicts of interest in instances where a member firm is affiliated with an exchange of which it is a member, PHLX previously proposed, and the Commission approved, limitations and conditions on NOS's affiliation with PHLX.⁹ Also recognizing that the Commission has expressed concern regarding the potential for conflicts of interest in instances where a member firm is affiliated with an exchange to which it is routing orders, PHLX previously proposed, and the Commission approved, ¹⁰ NOS's affiliation with PHLX to permit PHLX to accept inbound orders that NOS routes in its capacity as a facility of NASDAQ, subject to the certain limitations and conditions. PHLX now proposes to accept inbound options orders that NOS routes in its capacity as a facility of BX, subject to these same limitations and conditions:

⁷ Absent an effective filing, Exchange Rule 985(b) would prohibit NOS from being a member of the Exchange.

 <u>See</u> Securities Exchange Act Release Nos. 59153 (December 23, 2008), 73 FR 80485 (SR-NASDAQ-2008-098); and 62736 (August 17, 2010), 75 FR 51861 (August 23, 2010) (SR-NASDAQ-2010-100).

 ⁹ <u>See</u> Securities Exchange Act Release No. 59995 (May 28, 2009), 74 FR 26750 (June 3, 2009) (SR-Phlx-2009-32).

 <u>See e.g.</u>, Securities Exchange Act Release No. 65399 (September 26, 2011), 76
 FR 60955 (September 20, 2011) (SR-Phlx-2011-111).

- First, PHLX and the Financial Industry Regulatory Authority ("FINRA") will maintain a Regulatory Contract, as well as an agreement pursuant to Rule 17d–2 under the Act ("17d–2 Agreement").¹¹ Pursuant to the Regulatory Contract and the 17d–2 Agreement, FINRA will be allocated regulatory responsibilities to review NOS's compliance with certain PHLX rules.¹² Pursuant to the Regulatory Contract, however, PHLX retains ultimate responsibility for enforcing its rules with respect to NOS.
- Second, FINRA will monitor NOS for compliance with PHLX's trading rules, and will collect and maintain certain related information.¹³
- Third, FINRA will provide a report to PHLX's chief regulatory officer
 (''CRO''), on a quarterly basis, that: (i) quantifies all alerts (of which FINRA
 is aware) that identify NOS as a participant that has potentially violated
 Commission or Exchange rules, and (ii) lists all investigations that identify
 NOS as a participant that has potentially violated Commission or Exchange
 rules.
- Fourth, PHLX has in place PHLX Rule 985, which requires NASDAQ OMX, as the holding company owning both PHLX and NOS, to establish and

- ¹² NOS is also subject to independent oversight by FINRA, its designated examining authority, for compliance with financial responsibility requirements.
- ¹³ Pursuant to the Regulatory Contract, both FINRA and PHLX will collect and maintain all alerts, complaints, investigations and enforcement actions in which NOS (in its capacity as a facility of BX routing orders to PHLX) is identified as a participant that has potentially violated applicable Commission or Exchange rules. PHLX and FINRA will retain these records in an easily accessible manner in order to facilitate any potential review conducted by the Commission's Office of Compliance Inspections and Examinations.

¹¹ 17 CFR 240.17d-2.

maintain procedures and internal controls reasonably designed to ensure that NOS does not develop or implement changes to its system, based on nonpublic information obtained regarding planned changes to PHLX's systems as a result of its affiliation with PHLX, until such information is available generally to similarly situated Exchange members, in connection with the provision of inbound order routing to PHLX.

 Fifth, PHLX proposes that the routing of orders from NOS to PHLX, in NOS's capacity as a facility of BX be authorized for a pilot period of one year.

PHLX believes that the above-listed conditions protect the independence of PHLX's regulatory responsibility with respect to NOS, and that these mitigate the aforementioned concerns about potential conflicts of interest and unfair competitive advantage.

2. <u>Statutory Basis</u>

PHLX believes that the proposed rule change is consistent with the provisions of Section 6 of the Act,¹⁴ in general, and with Section 6(b)(5) of the Act,¹⁵ in particular, in that the proposal is designed to prevent fraudulent and manipulative acts and practices, 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

¹⁴ 15 U.S.C. 78f.

¹⁵ 15 U.S.C. 78f(b)(5).

protect investors and the public interest, because the proposed rule change will allow PHLX to receive inbound routes of orders from NOS, acting in its capacity as a facility of BX, in a manner consistent with prior approvals and established protections. PHLX believes that the proposed conditions establish mechanisms that protect the independence of PHLX's regulatory responsibility with respect to NOS, as well as ensure that NOS cannot use any information it may have because of its affiliation with PHLX to its advantage.

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

The Exchange does not believe that the proposed rule change will impose any burden on competition not necessary or appropriate in furtherance of the purposes of the Act.

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 either solicited or received.

III. Date of Effectiveness of the Proposed Rule Change and Timing for Commission Action

PHLX respectfully requests that the proposed rule change be approved on an accelerated basis and states that good cause exists for such accelerated approval. PHLX requests that the proposal be implemented at the same time as SR-BX-2012-030, which proposes, among other things, for BX to route options orders from its proposed new options market to other exchanges, including PHLX, in order to access Protected Quotations. PHLX, in turn, seeks to receive inbound options orders from BX Options, which is critical to its functioning as an options market. Similar proposed rules are in

effect on other exchanges, both options and equities.¹⁶ PHLX believes that the proposed rule change is non-controversial and unlikely to attract written comment. PHLX notes that many exchanges receive inbound orders from affiliates.¹⁷

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-Phlx-2012-68 on the subject line.

Paper comments:

• Send paper comments in triplicate to Elizabeth M. Murphy, Secretary, Securities and Exchange Commission, 100 F Street, NE, Washington, DC 20549-1090.

All submissions should refer to File Number SR-Phlx-2012-68. 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

 ¹⁶ See e.g., Securities Exchange Act Release Nos. 65185 (August 22, 2011), 76 FR 53509 (August 26, 2011) (SR-NYSEArca-2011-61); and 62901 (September 13, 2010), 75 FR 57097 (September 17, 2010) (SR-BATS-2010-024).

 ¹⁷ See Securities Exchange Act Release Nos. 65185 (August 22, 2011), 76 FR
 53509 (August 26, 2011) (SR-NYSEArca-2011-61); and 62901 (September 13, 2010), 75 FR 57097 (September 17, 2010) (SR-BATS-2010-024).

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Commission will post all comments on the Commission's Internet Web site (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-Phlx-2012-68 and should be submitted on or before [insert date 21 days from publication in the Federal Register].

For the Commission, by the Division of Trading and Markets, pursuant to delegated authority.¹⁸

Kevin M. O'Neill Deputy Secretary

¹⁸ 17 CFR 200.30-3(a)(12).