

MEMORANDUM

October 6, 2013

To: File S7-12-10

From: Anil K. Abraham
Office of Commissioner Daniel M. Gallagher

Re: Proposed Rules on Investment Company Advertising (Target Date Retirement Fund Names and Marketing)

On June 5, 2013, Commissioner Daniel M. Gallagher and Anil K. Abraham (Counsel to the Commissioner) met with the following representatives of the Investment Company Institute: Karrie McMillan (General Counsel), Brian K. Reid (Chief Economist), Dorothy M. Donohue (Deputy General Counsel, Securities Regulation), and Sean S. Collins (Senior Director, Industry and Financial Analysis).

The participants discussed the Commission's June 16, 2010 proposed rules regarding investment company advertising (target date retirement fund names and marketing).