

Hello Mr. Gensler,

My name is Jake P. Noch, and I am the Managing Director of Jake P. Noch Family Office, LLC, as well as a former proprietary equity trader at a broker-dealer firm. I wanted to reach out to propose what I believe would be a beneficial update to Rule 201, aimed at creating and maintaining more orderly markets.

My suggestion is straightforward: extend SEC Rule 201 for short sales to also cover significant upward movements. Currently, Rule 201 prevents short selling at the bid once a threshold percentage decline has been reached. I propose applying similar logic to substantial price increases, where buying at the ask would be prohibited, allowing only purchases at the bid once a threshold percentage increase has been reached. This adjustment would help create a more orderly market and mitigate some of the manias that often attract novice retail investors, who frequently incur significant losses after buying stocks that have risen several hundred percent in less than a day.

Thank you for considering this proposal.

Best regards,
Jake P. Noch