

SMARTER BETA: MEET STRADLEY'S AWARD-WINNING ETF TEAM



STRADLEY
SR RONON

OUR ETF FOCUS

Stradley Ronon's top-ranked Investment Management Group regularly advises clients on a wide variety of ETF-related matters, delivering practical solutions to our ETF clients, their sponsors and investment advisers. With one of the deepest ETF legal benches, Stradley Ronon is uniquely situated to respond to the full array of ETF legal issues.

We provide our clients with experienced guidance to help navigate the complex regulatory and market environments in which ETFs are developed, launched and operated. We also work with boards of trustees and investment advisers on all aspects of the establishment and oversight of ETFs.

FROM START-UPS TO GIANTS

Stradley Ronon has experience in creating equity, fixed income, alternative and international ETFs, including providing strategic advice on product development and structure. We have particular experience counseling existing fund



complexes as they move into ETFs for the first time.

We provide the full-service solution required to establish and operate new ETFs, including assistance with organizational documents, ETF rule compliance, exchange listing, and other policies and operational procedures. We draft and negotiate agreements with U.S. and foreign fund administrators, index providers and other service providers. We also counsel ETF clients on shareholder solicitations, mergers, mutual fund conversions, and other corporate transactions.

NEXT GENERATION ETFs

Our ETF team includes partners who have been working on ETF issues since the early days of the ETF market. Understanding the past helps us anticipate and solve issues for the future, and we have helped clients with novel ideas for ETFs and other exchange-traded products.

Our ETF team includes partners with experience working at the SEC, which helps us frame issues in the most effective way possible when seeking regulatory approvals for new products.

OUR REPRESENTATIONS

We represent ETFs **based on affiliated and unaffiliated indexes**, including international, thematic and smart beta indexes.

We advise some of the few ETFs **organized as UITs**.

We have advised on the **merger of pre-existing ETFs** operated on a different platform into a new trust, as well as ETF adviser change-in-control transactions.

We have helped with the legal work to **introduce NextShares** – a new type of exchange-traded product.

We have assisted in the development and filing of exemptive applications for **cutting-edge less transparent, active ETFs**.

We work with ETF platform providers to **introduce subadvised ETFs**.

THE FULL SPECTRUM OF SERVICES

In counseling our ETF clients, we regularly collaborate with other Stradley Ronon attorneys who focus on taxation, structuring and documenting derivatives

transactions, intellectual property and licensing matters, as well as enforcement and litigation.

In addition, we assist ETF advisers with SEC regulatory filings, corporate structuring, capital raises and other strategic transactions.



2022
2021
2020
2019
2018
2017

OUR ETF TEAM

Stradley Ronon provides the knowledge, staffing and solutions that can handle any ETF issue our clients have. To learn more about our ETF team, contact any of the attorneys listed below or visit www.stradley.com/ETF.



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We have counseled investment advisers and ETFs on ETF-specific **SEC, FINRA and exchange exams and inquiries.**

We assist ETF advisers with the **launch and operation of transparent active ETFs.**

We have **negotiated and defended contractual and regulatory intellectual property protection** for client trademarks, service marks and innovative methodologies.

We represent **independent trustees** for ETF trusts.

We have negotiated **ETF sponsorship arrangements** with platform providers.

We have assisted ETFs in **obtaining exchange listing approvals and regulatory relief** under the Securities Exchange Act of 1934.

For more information on our Exchange-Traded Funds practice, visit www.stradley.com/ETF.



OUR HISTORY

Stradley Ronon has been working with investment companies since 1928, when our firm helped establish one of the first mutual funds in the country. Since then, the firm's Investment Management Group has grown up with the industry. And at each step of the way, Stradley Ronon has been involved in the most cutting-edge issues of the times. As part of our continued evolution, Stradley is committed to ETFs, and provides comprehensive legal resources to serve the ETF industry.

www.stradley.com

LOCATIONS

Philadelphia
Washington, D.C.
Chicago
New York



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