



ADVERTISING REGULATION DEPARTMENT REVIEW LETTER

June 25, 2019

Ms. Kristina Aubin
Franklin/Templeton Distributors, Inc.
One Franklin Parkway 920/2
San Mateo CA 94403

Reference: **FR2019-0508-0315/E**

Org Id: 332

1. Loss Aversion Storyboard and Video (#2019-532)
Rule: FIN 2210
5 Pages

Total Fee: \$125

Dear Ms. Aubin,

The communication submitted appears consistent with applicable standards.

Reviewed by,

Michael G. Berkovich
Associate Principal Analyst

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This year's Advertising Regulation Conference will be held on October 24-25 in Washington, D.C. For more information and to register, please access the conference webpage at www.finra.org/2019adreg.

NOTE: We assume that your filed communication doesn't omit or misstate any fact, nor does it offer an opinion without reasonable basis. While you may say that the communication was "reviewed by FINRA" or "FINRA reviewed," you may not say that we approved it.



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