From: Gates, James [mailto:james.gates@axa-advisors.com] Sent: Wednesday, June 24, 2009 2:42 PM To: Comments, Public Subject: Finra Reg notice 09-25.

Marcia E. Asquith Office of the Corporate Secretary - FINRA 1735 K Street, NW Washington, DC 20006

Dear Ms,

As a licensed insurance professional and registered representative I am writing to you because I strongly object to expanding FINRA's suitability obligations to recommendations that do not involve securities.

Insurance and non-security products are already heavily scrutinized on a state by state level. Expanding FINRA's oversight could cause conflicting and confusing regulatory requirements which will detract from the goal of protecting the consumer.

For the reasons stated above, I urge you not to expand FINRA's suitability obligations to include recommendations that do not involve securities. Thank you for considering my views on the issue.

James W. Gates, ChFC, CLU

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