

**UNITED STATES OF AMERICA**  
**Before the**  
**SECURITIES AND EXCHANGE COMMISSION**

**SECURITIES ACT OF 1933**  
**Release No. 9698 / January 15, 2015**

**SECURITIES EXCHANGE ACT OF 1934**  
**Release No. 74061 / January 15, 2015**

**ADMINISTRATIVE PROCEEDING**  
**File No. 3-16338**

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| <p><b>In the Matter of</b></p> <p><b>UBS AG</b></p> |
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**ORDER UNDER RULE 405 OF THE**  
**SECURITIES ACT OF 1933, GRANTING A**  
**WAIVER FROM BEING AN INELIGIBLE**  
**ISSUER**

UBS AG (“Company”) has submitted a letter, dated January 14, 2015, constituting an application for relief from the Company being considered an “ineligible issuer” under Clause (1)(vi) of the definition of ineligible issuer in Rule 405 of the Securities Act of 1933 (“Securities Act”). The Company requests relief from being considered an “ineligible issuer” under Rule 405, due to the entry on January 15, 2015, of an order instituting administrative and cease-and-desist proceedings against UBS Securities, LLC. (“UBSS”) (the “Cease-and-Desist Order”). The Cease-and-Desist Order requires, among other things, UBSS to cease and desist from committing or causing any violations and any future violations of Section 17(a)(2) of the Securities Act.

Under Clause (1)(vi) of the definition of ineligible issuer in Rule 405 of the Securities Act, an issuer becomes an ineligible issuer and thus unable to avail itself of well-known seasoned issuer status, if “Within the past three years (but in the case of a decree or order agreed to in a settlement, not before December 1, 2005), the issuer or any entity that at the time was a subsidiary of the issuer was made the subject of any judicial or administrative decree or order arising out of a governmental action that: (A) Prohibits certain conduct or activities regarding, including future violations of, the anti-fraud provisions of the federal securities laws...”

Under Paragraph two of the definition of ineligible issuer in Rule 405 of the Securities Act, an issuer shall not be an ineligible issuer if the Commission determines, upon a showing of good cause, that it is not necessary under the circumstances that the issuer be considered an ineligible issuer.

Based on the representations set forth in the Company’s January 14, 2015 request, and on other considerations, the Commission has determined that the Company has made a showing

of good cause under Paragraph two of the definition of ineligible issuer in Rule 405 of the Securities Act and that the Company should not be considered an ineligible issuer by reason of the entry of the Cease-and-Desist Order.

Accordingly, IT IS ORDERED, pursuant to Paragraph two of the definition of ineligible issuer in Rule 405 of the Securities Act, that a waiver from the Company being an ineligible issuer under Rule 405 of the Securities Act is hereby granted.

By the Commission.

Brent Fields  
Secretary