

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM D

OMB APPROVAL	
OMB Number:	
Expires:	
Estimated average burden	
Hours per response .....	16.00



04040964

NOTICE OF SALE OF SECURITIES  
PURSUANT TO REGULATION D,  
SECTION 4(6), AND/OR  
UNIFORM LIMITED OFFERING EXEMPTION

SEC USE ONLY	
Prefix	Serial
DATE RECEIVED	

Name of Offering (  check if this is an amendment and name has changed, and indicate change.)  
Automated Trading Desk, LLC offering of Class B Units and options to purchase Class B Units

Filing Under (Check box(es) that apply):  Rule 504  Rule 505  Rule 506  Section 4(6)  ULOE  
Type of Filing:  New Filing  Amendment

A. BASIC IDENTIFICATION DATA

I. Enter the information requested about the issuer

Name of Issuer (  check if this is an amendment and name has changed, and indicate change.)  
Automated Trading Desk, LLC

Address of Executive Offices (Number and Street, City, State, Zip Code)

11 eWall Street, Mt. Pleasant, South Carolina 29464

Telephone Number (Including Area Code)  
(843) 789-2000

Address of Principal Business Operations (Number and Street, City, State, Zip Code)  
(if different from Executive Offices) same

Telephone Number (Including Area Code) same

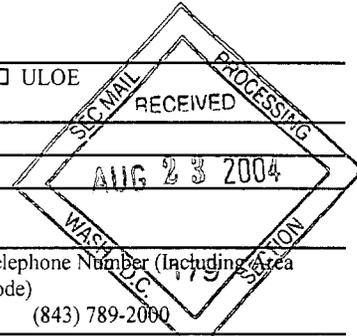
Brief Description of Business  
Electronic Trading Services Provider

Type of Business Organization

corporation  limited partnership, already formed  other (please specify): Limited Liability Company  
 business trust  limited partnership, to be formed

Actual or Estimated Date of Incorporation or Organization: Month Year  Actual  Estimated  
0 6 24 0 2

Jurisdiction of Incorporation or Organization: (Enter two-letter U.S. Postal Service abbreviation for State:  
CN for Canada; FN for other foreign jurisdiction) D E



PROCESSED

AUG 24 2004

THOMSON FINANCIAL

GENERAL INSTRUCTIONS

Federal:

Who Must File: All issuers making an offering of securities in reliance on an exemption under Regulation D or Section 4(6), 17 CFR 230.501 et seq. or 15 U.S.C. 77d(6).

When To File: A notice must be filed no later than 15 days after the first sale of securities in the offering. A notice is deemed filed with the U.S. Securities and Exchange Commission (SEC) on the earlier of the date it is received by the SEC at the address given below or, if received at that address after the date on which it is due, on the date it was mailed by United States registered or certified mail to that address.

Where To File: U.S. Securities and Exchange Commission, 450 Fifth Street, N.W., Washington, D.C. 20549

Copies Required: Five (5) copies of this notice must be filed with the SEC, one of which must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

Information Required: A new filing must contain all information requested. Amendments need only report the name of the issuer and offering, any changes thereto, the information requested in Part C, and any material changes from the information previously supplied in Parts A and B. Part E and the Appendix need not be filed with the SEC.

Filing Fee: There is no federal filing fee.

State:

This notice shall be used to indicate reliance on the Uniform Limited Offering Exemption (ULOE) for sales of securities in those states that have adopted ULOE and that have adopted this form. Issuers relying on ULOE must file a separate notice with the Securities Administration in each state where sales are to be, or have been made. If a state requires the payment of a fee as a precondition to the claim for the exemption, a fee in the proper amount shall accompany this form. This notice shall be filed in the appropriate states in accordance with state law. The Appendix to the notice constitutes a part of this notice and must be completed.

ATTENTION

Failure to file notice in the appropriate states will not result in a loss of the federal exemption. Conversely, failure to file the appropriate federal notice will not result in a loss of an available state exemption unless such exemption is predicated on the filing of a federal notice.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.



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**A. BASIC IDENTIFICATION DATA (continued)**

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2. Enter the information requested for the following

- Each promoter of the issuer, if the issuer has been organized within the past five years;
- Each beneficial owner having the power to vote or dispose or direct the vote or disposition of, 10% or more of a class of equity securities of the issuer;
- Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and
- Each general and managing partner of partnership issuers.

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Check Box(es) that Apply:  Promoter  Beneficial Owner  Executive Officer  Director  General and/or Managing Partner

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Full Name (Last name first, if individual)  
Swanson, Steven D.

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Business or Residence Address (Number and Street, City, State, Zip Code)  
11 eWall Street, Mt. Pleasant, South Carolina 29464

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Check Box(es) that Apply:  Promoter  Beneficial Owner  Executive Officer  Director  General and/or Managing Partner

---

Full Name (Last name first, if individual)  
Kent, Peter

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Business or Residence Address (Number and Street, City, State, Zip Code)  
11 eWall Street, Mt. Pleasant, South Carolina 29464

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Check Box(es) that Apply:  Promoter  Beneficial Owner  Executive Officer  Director  General and/or Managing Partner

---

Full Name (Last name first, if individual)  
Butler, Jonathan H.

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Business or Residence Address (Number and Street, City, State, Zip Code)  
11 eWall Street, Mt. Pleasant, South Carolina 29464

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Check Box(es) that Apply:  Promoter  Beneficial Owner  Executive Officer  Director  General and/or Managing Partner

---

Full Name (Last name first, if individual)  
Whitcomb, David K.

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Business or Residence Address (Number and Street, City, State, Zip Code)  
11 eWall Street, Mt. Pleasant, South Carolina 29464

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Check Box(es) that Apply:  Promoter  Beneficial Owner  Executive Officer  Director  General and/or Managing Partner

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Full Name (Last name first, if individual)  
Altman, Edward I.

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Business or Residence Address (Number and Street, City, State, Zip Code)  
11 eWall Street, Mt. Pleasant, South Carolina 29464

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Check Box(es) that Apply:  Promoter  Beneficial Owner  Executive Officer  Director  General and/or Managing Partner

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Full Name (Last name first, if individual)  
Bruens, John

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Business or Residence Address (Number and Street, City, State, Zip Code)  
11 eWall Street, Mt. Pleasant, South Carolina 29464

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Check Box(es) that Apply:  Promoter  Beneficial Owner  Executive Officer  Director  General and/or Managing Partner

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Full Name (Last name first, if individual)  
Roberts, Richard

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Business or Residence Address (Number and Street, City, State, Zip Code)  
11 eWall Street, Mt. Pleasant, South Carolina 29464

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**A. BASIC IDENTIFICATION DATA (continued)**

Check Box(es) that Apply:  Promoter  Beneficial Owner  Executive Officer  Director  General and/or Managing Partner

Full Name (Last name first, if individual)  
Lavery, Tom

Business or Residence Address (Number and Street, City, State, Zip Code)  
11 eWall Street, Mt. Pleasant, South Carolina 29464

(Use blank sheet, or copy and use additional copies of this sheet, as necessary)

Check Box(es) that Apply:  Promoter  Beneficial Owner  Executive Officer  Director  General and/or Managing Partner

Full Name (Last name first, if individual)  
Automated Trading Desk Holdings, Inc.

Business or Residence Address (Number and Street, City, State, Zip Code)  
11 eWall Street, Mt. Pleasant, South Carolina 29464

Check Box(es) that Apply:  Promoter  Beneficial Owner  Executive Officer  Director  General and/or Managing Partner

Full Name (Last name first, if individual)  
Quick, III, Leslie

Business or Residence Address (Number and Street, City, State, Zip Code)  
11 eWall Street, Mt. Pleasant, South Carolina 29464

## B. INFORMATION ABOUT OFFERING

- Yes    No
1. Has the issuer sold or does the issuer intend to sell, to non-accredited investors in this offering? .....

Answer also in Appendix, Column 2, if filing under ULOE.

2. What is the minimum investment that will be accepted from any individual? ..... \$ \*

- Yes    No
3. Does the offering permit joint ownership of a single unit? .....

4. Enter the information for each person who has been or will be paid or given directly or indirectly, any commission or similar remuneration for solicitation of purchasers in connection with sales of securities in the offering. If a person to be listed is an associated person or agent of a broker or dealer registered with the SEC and/or with a state or states, list the name of the broker or dealer. If more than five (5) persons to be listed are associated persons of such broker or dealer, you may set forth the information for that broker or dealer only.

Full Name (Last name first, if individual)  
N/A

Business or Residence Address (Number and Street, City, State, Zip Code)

Name of Associated Broker or Dealer

States in Which Person Listed Has Solicited or Intends to Solicit Purchasers  
(Check "All States" or check individual States).....  All States

[AL]	[AK]	[AZ]	[AR]	[CA]	[CO]	[CT]	[DE]	[DC]	[FL]	[GA]	[HI]	[ID]
[IL]	[IN]	[IA]	[KS]	[KY]	[LA]	[ME]	[MD]	[MA]	[MI]	[MN]	[MS]	[MO]
[MT]	[NE]	[NV]	[NH]	[NJ]	[NM]	[NY]	[NC]	[ND]	[OH]	[OK]	[OR]	[PA]
[RI]	[SC]	[SD]	[TN]	[TX]	[UT]	[VT]	[VA]	[WA]	[WV]	[WI]	[WY]	[PR]

Full Name (Last name first, if individual)  
N/A

Business or Residence Address (Number and Street, City, State, Zip Code)

Name of Associated Broker or Dealer

States in Which Person Listed Has Solicited or Intends to Solicit Purchasers  
(Check "All States" or check individual States).....  All States

[AL]	[AK]	[AZ]	[AR]	[CA]	[CO]	[CT]	[DE]	[DC]	[FL]	[GA]	[HI]	[ID]
[IL]	[IN]	[IA]	[KS]	[KY]	[LA]	[ME]	[MD]	[MA]	[MI]	[MN]	[MS]	[MO]
[MT]	[NE]	[NV]	[NH]	[NJ]	[NM]	[NY]	[NC]	[ND]	[OH]	[OK]	[OR]	[PA]
[RI]	[SC]	[SD]	[TN]	[TX]	[UT]	[VT]	[VA]	[WA]	[WV]	[WI]	[WY]	[PR]

Full Name (Last name first, if individual)  
N/A

Business or Residence Address (Number and Street, City, State, Zip Code)

Name of Associated Broker or Dealer

States in Which Person Listed Has Solicited or Intends to Solicit Purchasers  
(Check "All States" or check individual States).....  All States

[AL]	[AK]	[AZ]	[AR]	[CA]	[CO]	[CT]	[DE]	[DC]	[FL]	[GA]	[HI]	[ID]
[IL]	[IN]	[IA]	[KS]	[KY]	[LA]	[ME]	[MD]	[MA]	[MI]	[MN]	[MS]	[MO]
[MT]	[NE]	[NV]	[NH]	[NJ]	[NM]	[NY]	[NC]	[ND]	[OH]	[OK]	[OR]	[PA]
[RI]	[SC]	[SD]	[TN]	[TX]	[UT]	[VT]	[VA]	[WA]	[WV]	[WI]	[WY]	[PR]

(Use blank sheet, or copy and use additional copies of this sheet, as necessary)

\* Minimum investment to be accepted from any individual will be the exercise price as determined by the Board of Managers prior to grant of unit options, or with respect to the outright sale of Class B Units, the sales price as approved by ATD's Board of Managers from time to time.

**C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND USE OF PROCEEDS**

1. Enter the aggregate price of securities included in this offering and the total amount already sold. Enter "0" if answer is "none" or "zero". If the transaction is an exchange offering check this box  and indicate in the column below the amounts of securities offered for exchange and already exchanged.

Type of Security	Aggregate Offering Price	Amount Already Sold
Debt .....	\$	\$
Equity .....	\$ 35,000,000	\$ 256,000
<input type="checkbox"/> Common <input type="checkbox"/> Preferred		
Convertible Securities (including warrants) .....	\$	\$
Partnership Interests .....	\$	\$
Other (Specify <u>Options to purchase LLC units and the LLC units themselves</u> ) .....	\$ *	\$ *
Total .....	\$ *	\$ *

Answer also in Appendix, Column 3, if filing under ULOE

2. Enter number of accredited and non-accredited investors who have purchased securities in this offering and the aggregate dollar amounts of their purchases. For offerings under Rule 504, indicate the number of persons who have purchased securities and the aggregate dollar amount of their purchases on the total lines. Enter "0" if answer is "none" or "zero."

	Number Investors	Aggregate Dollar Amount of Purchases
Accredited Investors.....	**	\$ 229,000
Non-accredited Investors .....	5	\$ 37,000
Total (for filings under Rule 504 only).....	N/A	\$ 256,000

Answer also in Appendix, Column 4, if filing under ULOE

3. If this filing is for an offering under Rule 504 or 505, enter the information requested for all securities sold by the issuer, to date, in offerings of the types indicated in the twelve (12) months prior to the first sale of securities in this offering. Classify securities by type listed in Part C-Question 1.

Type of offering	Type of Security	Dollar Amount Sold
Rule 505 .....	\$	\$
Regulation A .....	\$	\$
Rule 504 .....	\$	\$
Total .....	\$	\$

\* Value will be based on the exercise price of various classes of options, each to be determined by the Board of Managers of the Issuer.

\*\* Participants will be the employees, shareholders, consultants and/or directors of the Issuer and its subsidiaries, with all such participants being accredited investors, or accredited investors that purchase Class B Units provided that up to 35 non-accredited investors may participate in the offering. Some Class B Units are being offered in exchange for debt securities.

**C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND USE OF PROCEEDS**  
**(continued)**

4. a. Furnish a statement of all expenses in connection with the issuance and distribution of the securities in this offering. Exclude amounts relating solely to organization expenses of the issuer. The information may be given as subject to future contingencies. If the amount of an expenditure is not known, furnish an estimate and check the box to the left of the estimate.

Transfer Agent's Fees.....	<input type="checkbox"/>	\$ _____
Printing and Engraving Costs.....	<input type="checkbox"/>	\$ _____
Legal Fees.....	<input type="checkbox"/>	\$ _____
Accounting Fees.....	<input type="checkbox"/>	\$ _____
Engineering Fees.....	<input type="checkbox"/>	\$ _____
Sales Commissions (Specify finder's fees separately).....	<input type="checkbox"/>	\$ _____
Other Expenses (identify).....	<input type="checkbox"/>	\$ _____
Total.....	<input type="checkbox"/>	\$ _____ 0

b. Enter the difference between the aggregate offering price given in response to Part C-Question 1 and total expenses furnished in response to Part C-Question 4.1. This difference is the "adjusted gross proceeds to the issuer.".....

\$ \_\_\_\_\_ \*

5. Indicate below the amount of the adjusted gross proceeds to the issuer used or proposed to be used for each of the purposes shown. If the amount for any purpose is not known, furnish an estimate and check the box to the left of the estimate. The total of the payments listed must equal adjusted gross proceeds to the issuer set forth in Part-C-Question 4.b. above.

		Payments to Officers, Directors, & Affiliates	Payments to Others
Salaries and fees.....	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$ _____
Purchase of real estate.....	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$ _____
Purchase, rental or leasing and installation of machinery and equipment.....	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$ _____
Construction or leasing of plant buildings and facilities.....	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$ _____
Acquisition of other businesses (including the value of securities involved in this offering that may be used in exchange for the assets or securities of another issuer pursuant to a merger).....	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$ _____
Repayment of indebtedness.....	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$ _____
Working capital.....	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$ _____
Other (specify).....	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$ _____
.....			
.....			
Column Totals.....	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$ _____
Total Payments Listed (column totals added).....	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$ _____ *

\* Value will be based on the exercise price of various classes of options, each to be determined by the Board of Managers of the Issuer. Proceeds from the exercise price will used as determined by the Board of Managers of the Issuer.

**ATTENTION**

**Intentional misstatements or omissions of fact constitute federal criminal violations. (See 18 U.S.C. 1001.)**

**D. FEDERAL SIGNATURE**

The issuer has duly caused this notice to be signed by the undersigned duly authorized person. If this notice is filed under Rule 505, the following signature constitutes an undertaking by the issuer to furnish to the U.S. Securities and Exchange Commission, upon written request of its staff, the information furnished by the issuer to any non-accredited investor pursuant to paragraph (b)(2) of Rule 502.

Issuer (Print or Type) Automated Trading Desk, LLC	Signature 	Date August 2, 2004
Name of Signer (Print or Type) Steven D. Swanson	Title of Signer (Print or Type) President and Chief Executive Officer	

**E. STATE SIGNATURE**

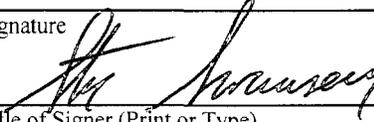
1. Is any party described in 17 CFR 230.252(c), (d), (e) or (f) presently subject to any of the disqualification provisions of such rule? .....  Yes  No  
See Appendix, Column 5, for state response.

2. The undersigned issuer hereby undertakes to furnish to any state administrator of any state in which this notice is filed, a notice on Form D (17 CFR 239.500) at such times as required by state law.

3. The undersigned issuer hereby undertakes to furnish to the state administrators, upon written request, information furnished by the issuer to offerees.

4. The undersigned issuer represents that the issuer is familiar with the conditions that must be satisfied to be entitled to the Uniform Limited Offering Exemption (ULOE) of the state in which this notice is filed and understands that the issuer claiming the availability of this exemption has the burden of establishing that these conditions have been satisfied.

The issuer has read this notification and knows the contents to be true and has duly caused this notice to be signed on its behalf by the undersigned duly authorized person.

Issuer (Print or Type) Automated Trading Desk, LLC	Signature 	Date August 2, 2004
Name of Signer (Print or Type) Steven D. Swanson	Title of Signer (Print or Type) President and Chief Executive Officer	

**APPENDIX**

1 State	2 Intend to sell to Non-accredited Investors in State (Part B-Item 1)		3 Type of security and aggregate offering price offered in state (Part C-Item 1)	4 Type of investor and amount purchased in State (Part C-Item 2)				5 Disqualification Under State ULOE (if yes, Attach Explanation of Waiver granted) (Part E-Item 1)	
	Yes	No		Number of Accredited Investors	Amount	Number of Nonaccredited Investors	Amount	Yes	No
AL		X							
AK		X							
AZ		X							
AR		X							
CA		X	****	2	\$4,270				X
CO		X	****	3	\$5,830				X
CT		X							
DE		X							
DC		X							
FL		X	****	5	\$17,296				X
GA		X							
HI		X							
ID		X							
IL		X	(a) Class B Units, and (b) Options to purchase Class B LLC units and the LLC units issuable upon exercise of the options ****	42	Options to purchase 143,957 Class B LLC units/ \$135,000	2	\$640		X
IN		X							
IA		X	****	1	\$854				X
KS		X	****			1	\$427		X
KY		X	Options to purchase Class B LLC units and the LLC units issuable upon exercise of the options						
LA		X							
ME		X							
MD		X							

**APPENDIX**

1	2		3	4				5	
	Intend to sell to Non-accredited Investors in State (Part B-Item 1)			Type of security and aggregate offering price offered in state (Part C-Item 1)	Type of investor and amount purchased in State (Part C-Item 2)				Disqualification Under State ULOE (if yes, Attach Explanation of Waiver granted) (Part E-Item 1)
State	Yes	No		Number of Accredited Investors	Amount	Number of Nonaccredited Investors	Amount	Yes	No
MA		X							
MI		X							
MN		X	****	1	\$1,985				X
MS		X	****			1	\$854		X
MO		X	****	10	\$87,586				X
MT		X							
NE		X							
NV		X							
NH		X							
NJ		X	Options to purchase Class B LLC units and the LLC units issuable upon exercise of the options						
NM		X							
NY		X							
NC		X							
ND		X							
OH		X							
OK		X							
OR		X							
PA		X							
RI		X							
SC		X	***	*	Options to purchase 1,380,472 Class B LLC units	0	0		X
SD		X							
TN		X							
TX		X							
UT		X							

**APPENDIX**

1 State	2 Intend to sell to Non-accredited Investors in State (Part B-Item 1)		3 Type of security and aggregate offering price offered in state (Part C-Item 1)	4 Type of investor and amount purchased in State (Part C-Item 2)				5 Disqualification Under State ULOE (if yes, Attach Explanation of Waiver granted) (Part E-Item 1)	
	Yes	No		Number of Accredited Investors	Amount	Number of Nonaccredited Investors	Amount	Yes	No
VT		X							
VA		X	Options to purchase Class B LLC units and the LLC units issuable upon exercise of the options						
WA		X	****						X
WV		X		1	\$1,067				
WI		X							
WY		X							
PR		X							

\*Participants are and will be the employees, shareholders, consultants, and/or directors of the Issuer and its subsidiaries, with all such participants being accredited investors, as well as outright purchasers of Class B Units.

\*\*Value will be based on the exercise price of various classes of options, each to be determined by the Board of Managers of the Issuer.

\*\*\*Class B LLC Units, Options to purchase Class B LLC units, and the LLC units issuable upon exercise of options. Aggregate offering price of up to \$35,000,000

\*\*\*\*Represents up to \$256,000 of Class B Units issued in exchange for outstanding convertible debt.