

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION
September 21, 2016

SECURITIES EXCHANGE ACT OF 1934
Release No. 78900 / September 21, 2016

Admin. Proc. File No. 3-17512

In the Matter of the Application of

KCD FINANCIAL, INC.

For Review of Disciplinary Action Taken by

FINRA

ORDER
SCHEDULING
BRIEFS

KCD Financial, Inc., filed an application, pursuant to Section 19(d)(2) of the Securities Exchange Act of 1934,¹ for review of disciplinary action taken against it by the Financial Industry Regulatory Authority ("FINRA"). FINRA filed a copy of the index to the record on September 9, 2016, pursuant to Rule 420(d) of the Rules of Practice.²

Accordingly, IT IS ORDERED, pursuant to Rule 450(a) of the Rules of Practice,³ that a brief in support of the application for review shall be filed by October 21, 2016. A brief in

¹ 15 U.S.C. § 78s(d)(2).

² 17 C.F.R. § 201.420(d).

³ 17 C.F.R. § 201.450(a).

opposition shall be filed by November 21, 2016, and any reply brief shall be filed by December 5, 2016.⁴ Pursuant to Rule 180(c) of the Rules of Practice,⁵ failure to file a brief in support of the application may result in dismissal of this review proceeding.

For the Commission, by the Office of the General Counsel, pursuant to delegated authority.

Brent J. Fields
Secretary

⁴ As provided by Rule 450(a), no briefs in addition to those specified in this schedule may be filed without leave of the Commission. Attention is called to Rules of Practice 150 - 153, 17 C.F.R. § 201.150 - 153, with respect to form and service, and Rule of Practice 450(b) and (c), 17 C.F.R. § 201.450(b), (c), with respect to content and length limitations. Requests for extensions of time to file briefs will be disfavored.

⁵ 17 C.F.R. § 201.180(c).