



4-685

May 11, 2015

To: Honorable Secretary Brent J. Fields

Secretary of Commission, SEC, SEC Headquarters, 100F Street, NE, Washington, DC 20549

From: Indrayni (Indira) Amladi CFA

**Subject: Rule making Petition: Requesting new rule to protect shareholders:
Stop members of Board of Directors from selling shares of the company that they govern.**

Honorable Secretary Brent J. Fields,

Thank you for your commitment to protect investors. Your legacy is critical for all investors. In the spirit of your commitment and critical nature of your legacy, I urge you to pioneer the installation of a new rule across all publicly held companies in the United States.

As background, my role at Princeton Ivy Capital Advisors is to invest for my clients using a long term investment strategy. In my quest to provide honest returns to my Clients by investing in publicly held companies, I have been repeatedly shocked to see how blatantly Board Members of public companies sell shares. Every time a Board Member of a Public company sells his or her shares in the company, it chips away at their commitment to the company. The degree of share sales vary, however, it would serve shareholders significantly better if share sales were banned across the board as long as the Directors hold their positions. (In casual speak: they must keep their money where their mouth is)

They should be allowed to sell shares only after they terminate their position. Why let them exit a mental sense-of-ownership while they are still getting paid by the company to serve in building shareholder value? Allowing Board Members to sell shares contradicts their commitment and encourages short term and wrong casual behaviors.

Please take my request seriously. Life is short. Let's improve the world for our country's pensioners and retirees and make it right as soon as we can. Making things right should not be delayed.

Respectfully yours,

Indrayni (Indira) Amladi CFA

Chief Executive Officer

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