

## Chapter SEC 1

## TITLE AND DEFINITIONS

## SEC 1.01 Short title

## SEC 1.02 Definitions

SEC 1.01 Short title. These rules shall be known and may be cited as the "rules of the commissioner of securities."

History: Cr. Register, December, 1969, No. 168, eff. 1-1-70.

SEC 1.02 Definitions. In ch. 551, Stats., and chs. SEC 1 to 37 and unless the context otherwise requires:

(1) With respect to advertising as defined in s. 551.02 (1), Stats.:

(a) "Publication" means:

1. Advertising printed in any newspaper, magazine, periodical or other publication and mailed or delivered to its subscribers or addressees, or communicated by radio, television or similar means; or

2. Seminars or meetings whose attendees have been invited by any general solicitation or general advertising;

(b) "Circulation" means advertising mailed, delivered or communicated in substantially similar form to more than 10 persons in this state (exclusive of persons designated under s. 551.23(8), Stats.), except that for purposes of s. 551.53 (1) (b), Stats., the distribution of written offering materials in the form of a confidential memorandum or other offering or disclosure document in connection with an offering exempt from registration under s. 551.23 (10) or (19), Stats., shall not be deemed circulation; and

(c) "Use" means any other use of advertising.

(2) "Broker-dealer" as defined in s. 551.02 (3), Stats., does not include:

(a) A pension or profit sharing trust, when effecting transactions for its own account; or

(b) A licensed investment adviser when placing orders for the accounts of its clients in accordance with rules prescribed by the commissioner, provided that no commission or other remuneration is received by the investment adviser solely for placing the orders.

(c) Any financial institution which by contract, agreement or other means associates with a broker-dealer licensed in Wisconsin whereby the broker-dealer provides securities services on the premises of the financial institution in accordance with s. SEC 4.05 (9).

(3) "Purchase" of a security includes every purchase, acquisition or exchange, and every contract of purchase of, or contract to purchase, a security or interest in a security for value.

(4) An "offer" within the meaning of s. 551.02(11) (b), Stats., is involved, so far as the security holders of an issuer are concerned, if there is

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submitted to the vote of the security holders a proposal, plan or agreement for:

(a) A reclassification of securities of such issuer which involves the substitution or exchange of a security for another security;

(b) A statutory merger or consolidation in which securities of the issuer will become or be exchanged for securities of any other issuer;

(c) A transfer of assets of the issuer to another person in consideration of the issuance of securities of the other person or any of its affiliates; or

(d) A sale of securities of the issuer to another person in consideration of the issuance or transfer to such issuer of securities of the other person or any of its affiliates.

(5) "Transact business" as used in ch. 551, Stats., includes:

(a) For purposes of s. 551.31 (1), Stats., effecting or attempting to effect transactions in securities for the account of any person in this state through the United States mail, by telephone or by other means from outside or from within this state;

(b) For purposes of s. 551.31 (3), Stats., advising any person in this state through the United States mail, by telephone or by other means from outside or from within this state as to the value of securities, the advisability of investing in, purchasing or selling securities, or issuing analyses or reports concerning securities to any person in this state through the United States mail, by telephone or by other means; and

(c) For purposes of s. 551.31 (1) and (3), Stats., soliciting any person in this state through the United States mail, by telephone or by other means from outside or from within this state to become a customer, client or subscriber of the person on whose behalf the soliciting is performed.

(6) "Investment contract" as used in s. 551.02 (13) (a), Stats., includes:

(a) Any investment in a common enterprise with the expectation of profit to be derived through the essential managerial efforts of someone other than the investor. In this subsection, a "common enterprise" means an enterprise in which the fortunes of the investor are tied to the efficacy of the efforts of those seeking the investment or of a 3rd party; and

(b) Any investment by which an offeree furnishes initial value to an offeror, and a portion of this initial value is subjected to the risks of the enterprise, and the furnishing of the initial value is induced by the offeror's promises or representations which give rise to a reasonable understanding that a valuable benefit of some kind over and above the initial value will accrue to the offeree as a result of the operation of the enterprise, and the offeree does not receive the right to exercise practical and actual control over the managerial decisions of the enterprise.

(7) "Branch office" means any branch office, sales office or office of supervisory jurisdiction registered under the rules of any national securities exchange or national securities association of which the broker-dealer is a member, or any place of business in this state of 3 or more

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licensed agents other than agents licensed for a broker-dealer as a result of the application of s. SEC 4.05 (8).

(8) "Financial institution", except for purposes of s. SEC 2.02 (4), means any of the following entities if authorized to do business in this state:

(a) Any bank organized under the laws of the United States or any state.

(b) Any federal savings and loan association and any savings and loan association or similar association organized under the laws of any state.

(c) Any federal credit union and any credit union or similar association organized under the laws of any state.

(d) Any other savings institution and any trust company organized under the laws of any state.

(9) "Securities services" includes but is not limited to the acceptance of orders to effect securities transactions as agent for the purchaser or seller. "Securities services" does not include exclusively promotional or account-establishing functions subject to s. SEC 4.05 (8).

(10) For purposes of s. 551.02 (7) (b), Stats., a person's activities that come within the definition of "investment adviser" are not "performed solely incidental" either to the practice of his or her profession or the conduct of his or her business if the person holds himself or herself out generally to the public as being a financial or investment planner, consultant, advisor or similar designation by means of advertisements, cards, signs, circulars, letterheads or similar means.

History: Cr. Register, December, 1969, No. 168, eff. 1-1-70; r. and recr., Register, August, 1972, No. 200, eff. 9-1-72; am. (1), r. and recr. (4) and (5), cr. (6) and (7), Register, December, 1977, No. 264, eff. 1-1-78; am. (1) (intro.), (2) (b) (4) and (6) (a), Register, December, 1980, No. 300, eff. 1-1-81; am. (7), Register, December, 1983, No. 336, eff. 1-1-84; emerg. am. (1) (b), eff. 1-1-84; am. (1) (b), Register, May, 1984, No. 341, eff. 6-1-84; am. (1) (a), cr. (2) (c) (8) and (9), r. and recr. (5), Register, December, 1984, No. 348, eff. 1-1-85; correction in (2) (a) made under s. 13.93 (2m) (b) 12, Stats., Register, December, 1985, No. 360; am. (6) (a), Register, December, 1986, No. 372, eff. 1-1-87; cr. (10), Register, December, 1987, No. 384, eff. 1-1-88.