

NEWSLETTER

Global Investment Performance Standards

November 2024 Edition

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The GIPS® Standards Conference Digital Content Package is available for USD449. Don't miss out! Gain full access to all the sessions and presentations through 31 January 2025.

Learn from industry experts like Robert Shapiro, Assistant Director, Division of Investment Management at the US Securities and Exchange Commission, who emphasized during the SEC Marketing Rule session: “The general prohibitions of the SEC Marketing Rule always apply. You need to know what they are and what they mean.”

In the Marketing Materials Review Dos and Don'ts session, Janice Kitzman, CIPM, Partner at Cascade Compliance, urged thoughtful consideration of new media, such as TikTok and YouTube, as wealth shifts across generations. “Ensure marketing materials are not misleading, and include the essential information prospective clients need,” she advised.

For those of you wondering what was discussed during the AI session, Max Gokhman, CFA, Head of MosaiQ Investment Strategy at Franklin Templeton Investment Solutions, did not hold back: “People are underestimating the long-term impact of AI and are overestimating the short-term impact.”

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Exposure Draft of the GIPS Standards for Verifiers When Verifying Fiduciary Managers and the Guidance Statement on Verifier Independence When Verifying Fiduciary Managers

The GIPS Standards for Fiduciary Management Providers Technical Committee has released for public comment the [GIPS Standards for Verifiers When Verifying Fiduciary Managers and the Guidance Statement on Verifier Independence When Verifying Fiduciary Managers](#) (together, the “Exposure Draft”). It is available for public comment for 90 days. The Exposure Draft applies only to verifiers conducting verifications and performance examinations of fiduciary managers managing UK pension schemes that claim compliance with the Global Investment Performance Standards (GIPS®) for Fiduciary Management Providers to UK Pension Schemes (GIPS Standards for FMPs). Verifiers conducting a verification or performance examination of fiduciary managers complying with the GIPS Standards for FMPs would be required to conduct their engagements consistent with the requirements within these documents.

Comments may be submitted by email to standards@cfainstitute.org and must be received by 18 February 2025. Unless otherwise requested by the submitter, all comments will be made public on the GIPS standards website.

New Q&A: GIPS® Trademark Guidelines

GIPS® is a registered trademark owned by CFA Institute. In order to maintain the right to own this trademark, CFA Institute needs to enforce its proper use, which is based on US copyright law. The [GIPS Trademark Guidelines](#) can be found on the GIPS standards website. The GIPS Standards Technical Committee recently approved a new Q&A that addresses the proper use of the GIPS® trademark, including how to use the GIPS® Trademark, and what not to do when using the GIPS® Trademark.

For example, did you know that “GIPS” may only be used as an adjective? “GIPS” may only be used with acceptable “friend” words? And “GIPS” may not be incorporated in a hashtag?

The new Q&A can be found in the [Q&A Database](#) under the new category “GIPS® Trademark Guidelines.”

Please direct questions regarding proper use of the GIPS® trademark to the [GIPS Standards Help Desk](#).

Research and Policy Corner

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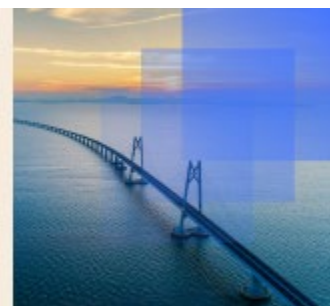
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Thank You for a Great Year

The Global Industry Standards team at CFA Institute would like to thank our subscribers for another great year. We appreciate all of your support for the GIPS standards. Please note, we will not be issuing a December edition of this newsletter. Happy holidays, and best wishes for the new year!



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