

**THE NASDAQ STOCK MARKET LLC
NOTICE OF ACCEPTANCE OF AWC**

Certified, Return Receipt Requested

**TO: Robert W. Baird & Co.
Jeffrey F. Freiburger
Director of Compliance
P.O. Box 672
Milwaukee, WI 53201**

**FROM: The NASDAQ Stock Market LLC ("Nasdaq")
c/o Financial Industry Regulatory Authority ("FINRA")
Department of Market Regulation
9509 Key West Avenue
Rockville, MD 20850**

DATE: June 29, 2010

RE: Notice of Acceptance of Letter of Acceptance, Waiver and Consent No. 20070103806-01

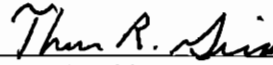
Please be advised that your above-referenced Letter of Acceptance, Waiver and Consent ("AWC") has been accepted by the Nasdaq Review Council's Review Subcommittee, or by the Office of Disciplinary Affairs on behalf of the Nasdaq Review Council, pursuant to NASDAQ Rule 9216. A copy of the AWC is enclosed herewith.

You are again reminded of your obligation, if currently registered, immediately to update your Uniform Application for Broker-Dealer Registration ("Form BD") to reflect the conclusion of this disciplinary action. Additionally, you must also notify FINRA (or NASDAQ if you are not a member of FINRA) in writing of any change of address or other changes required to be made to your Form BD.

You are reminded that Section I of the attached Letter of Acceptance, Waiver, and Consent includes an undertaking. In accordance with the terms of the AWC, a registered principal of the firm is required to notify the Compliance Assistant, Legal Section, Market Regulation Department, 9509 Key West Avenue, Rockville, MD 20850, of completion of the undertaking.

You will be notified by the Registration and Disclosure Department regarding sanctions and by the Finance Department regarding the payment of any fine.

If you have any questions concerning this matter, please call Darlene Brown, Senior Attorney, (240) 386-4836.



Thomas R. Gira
Executive Vice President
Department of Market Regulation, FINRA

Signed on behalf of NASDAQ

Enclosure

cc: FINRA District 8 – Chicago
Carla A. Romano, Regional Director
55 West Monroe Street
Suite 2700
Chicago, IL 60603-5052

Paul Schultz, Esq.
Associate General Counsel
Robert W. Baird & Co., Inc.
777 E. Wisconsin Avenue
Milwaukee, WI 53202

**THE NASDAQ STOCK MARKET LLC
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 20070103806-01**

TO: The NASDAQ Stock Market LLC
c/o Department of Market Regulation
Financial Industry Regulatory Authority ("FINRA")

RE: Robert W. Baird & Co. Incorporated, Respondent
Broker-Dealer
CRD No. 8158

Pursuant to Rule 9216 of The NASDAQ Stock Market LLC ("Nasdaq") Code of Procedure, Robert W. Baird & Co. Incorporated (the "firm") submits this Letter of Acceptance, Waiver and Consent ("AWC") for the purpose of proposing a settlement of the alleged rule violations described below. This AWC is submitted on the condition that, if accepted, Nasdaq will not bring any future actions against the firm alleging violations based on the same factual findings described herein.

I.

ACCEPTANCE AND CONSENT

- A. The firm hereby accepts and consents, without admitting or denying the findings, and solely for the purposes of this proceeding and any other proceeding brought by or on behalf of Nasdaq, or to which Nasdaq is a party, prior to a hearing and without an adjudication of any issue of law or fact, to the entry of the following findings by Nasdaq:

BACKGROUND

The firm has been a member of FINRA since August 6, 1971, and a member of Nasdaq since July 12, 2006, and its registration remains in effect. The firm has no relevant disciplinary history.

SUMMARY

In Review No. 20070103806, the staff of the Department of Market Regulation reviewed the firm's supervisory systems and written supervisory procedures related to the prevention of: (1) erroneous orders and transactions; and (2) frivolous clearly erroneous transaction complaints on August 10, 2007 (the "review period").

FACTS AND VIOLATIVE CONDUCT

During the review period, the firm's supervisory system and written supervisory procedures were not reasonably designed to achieve compliance with respect to the applicable securities laws and regulations (including NASD Notice to Members 04-66), and the rules of Nasdaq, concerning the prevention of erroneous orders and transactions and frivolous clearly erroneous transaction complaints. Specifically, Notice to Members 04-66 provides, as relevant to the firm, that:

1. Firms' trading systems should include controls that check for order accuracy, prevent orders that exceed preset credit- and order-size parameters from being transmitted to Nasdaq's trading systems, and prevent the unwanted generation, cancellation, repricing, resizing, duplication, or re-transmission of orders;
2. Firms should have safeguards in place to ensure that the operation, testing, or maintenance of their trading systems do not result in the inadvertent disabling of the applicable trading system, mistaken executions, errors, or other trading problems;
3. Firms should ensure that they do not test their systems' connectivity to Nasdaq's trading systems by sending orders that are not executable; and
4. Firms should use procedures available to adjudicate clearly erroneous transactions only in cases of clear or obvious errors. Firms should not use such procedures as a proxy for proper system use or trading procedures.

With regard to paragraphs 1 and 2 above, the firm's supervisory system did not include written supervisory procedures providing for: (1) a statement of the supervisory step(s) to be taken by the person(s) responsible for supervision with respect to the applicable rules; (2) a statement as to how often such person(s) should take such step(s); and (3) a statement as to how the completion of the step(s) included in the written supervisory procedures should be documented. With regard to paragraphs 3 and 4 above, the firm's supervisory system did not include written supervisory procedures providing for: (1) the identification of the person(s) responsible for supervision with respect to the applicable rules; (2) a statement of the supervisory step(s) to be taken by the identified person(s); (3) a statement as to how often such person(s) should take such step(s); and (4) a statement as to how the completion of the step(s) included in the written supervisory procedures should be documented. The conduct described in this paragraph constitutes a violation of Nasdaq Rules 2110 and 3010.

B. The firm also consents to the imposition of the following sanctions:

A censure, a fine of \$10,000, and an undertaking to revise the firm's written supervisory procedures with respect to the areas described in paragraphs 1 through 4 above. Within 30 business days of acceptance of this AWC by the Nasdaq Review Council, a registered principal of the Respondent shall submit to the COMPLIANCE ASSISTANT, LEGAL SECTION, MARKET REGULATION DEPARTMENT, 9509 KEY WEST AVENUE, ROCKVILLE,

MD 20850, a signed, dated letter, or an e-mail from a work-related account of the registered principal, to MarketRegulationComp@finra.org, providing the following information: (1) a reference to this matter; (2) a representation that the firm has revised its written supervisory procedures to address the deficiencies described above; and (3) the date the revised procedures were implemented.

The firm agrees to pay the monetary sanction(s) upon notice that this AWC has been accepted and that such payment(s) are due and payable. It has submitted an Election of Payment form showing the method by which it proposes to pay the fine imposed.

The firm specifically and voluntarily waives any right to claim that it is unable to pay, now or at any time hereafter, the monetary sanction(s) imposed in this matter.

The sanctions imposed herein shall be effective on a date set by FINRA staff.

II.

WAIVER OF PROCEDURAL RIGHTS

The firm specifically and voluntarily waives the following rights granted under Nasdaq's Code of Procedure:

- A. To have a Formal Complaint issued specifying the allegations against the firm;
- B. To be notified of the Formal Complaint and have the opportunity to answer the allegations in writing;
- C. To defend against the allegations in a disciplinary hearing before a hearing panel, to have a written record of the hearing made and to have a written decision issued; and
- D. To appeal any such decision to the Nasdaq Review Council and then to the U.S. Securities and Exchange Commission and a U.S. Court of Appeals.

Further, the firm specifically and voluntarily waives any right to claim bias or prejudgment of the Chief Regulatory Officer, the Nasdaq Review Council, or any member of the Nasdaq Review Council, in connection with such person's or body's participation in discussions regarding the terms and conditions of this AWC, or other consideration of this AWC, including acceptance or rejection of this AWC.

The firm further specifically and voluntarily waives any right to claim that a person violated the ex parte prohibitions of Rule 9143 or the separation of functions prohibitions of Rule 9144, in connection with such person's or body's participation in discussions regarding the terms and conditions of this AWC, or other consideration of this AWC, including its acceptance or rejection.

III.

OTHER MATTERS


The firm understands that:

- A. Submission of this AWC is voluntary and will not resolve this matter unless and until it has been reviewed and accepted by FINRA's Department of Market Regulation and the Nasdaq Review Council, the Review Subcommittee, or the Office of Disciplinary Affairs ("ODA"), pursuant to Nasdaq Rule 9216;
- B. If this AWC is not accepted, its submission will not be used as evidence to prove any of the allegations against the firm; and
- C. If accepted:
 - 1. this AWC will become part of the firm's permanent disciplinary record and may be considered in any future actions brought by Nasdaq or any other regulator against the firm;
 - 2. this AWC will be made available through Nasdaq's public disclosure program in response to public inquiries about the firm's disciplinary record;
 - 3. Nasdaq may make a public announcement concerning this agreement and the subject matter thereof in accordance with Nasdaq Rule 8310 and IM-8310-3; and
 - 4. The firm may not take any action or make or permit to be made any public statement, including in regulatory filings or otherwise, denying, directly or indirectly, any finding in this AWC or create the impression that the AWC is without factual basis. The firm may not take any position in any proceeding brought by or on behalf of Nasdaq, or to which Nasdaq is a party, that is inconsistent with any part of this AWC. Nothing in this provision affects the firm's right to take legal or factual positions in litigation or other legal proceedings in which Nasdaq is not a party.
- D. The firm may attach a Corrective Action Statement to this AWC that is a statement of demonstrable corrective steps taken to prevent future misconduct. The firm understands that it may not deny the charges or make any statement that is inconsistent with the AWC in this Statement. This Statement does not constitute factual or legal findings by Nasdaq, nor does it reflect the views of Nasdaq or its staff.

The firm certifies that it has read and understands all of the provisions of this AWC and has been given a full opportunity to ask questions about it; that it has agreed to the AWC's provisions voluntarily; and that no offer, threat, inducement, or promise of any kind, other than the terms set forth herein and the prospect of avoiding the issuance of a Complaint, has been made to induce the firm to submit it.

5/11/10
Date

Robert W. Baird & Co. Incorporated
Respondent

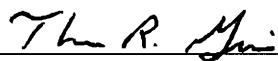
By: 
Name: JEFFRY F. FREIBURGER
Title: DIRECTOR OF COMPLIANCE

Reviewed by:


Counsel for Respondent

Accepted by Nasdaq:

6/28/10
Date


Thomas R. Gira
Executive Vice President
Department of Market Regulation

Signed on behalf of Nasdaq, by delegated
authority from the Director of ODA

ELECTION OF PAYMENT FORM

The firm intends to pay the fine proposed in the attached Letter of Acceptance, Waiver and Consent by the following method (check one):

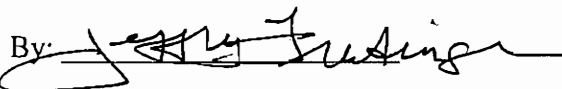
- A firm check or bank check for the full amount;
- Wire transfer;
- Credit card authorization for the full amount;¹ or
- The installment payment plan (only if approved by FINRA staff and the Nasdaq Review Council).²

Respectfully submitted,

5/11/10

Date

Respondent
Robert W. Baird & Co. Incorporated

By: 

Name: JEFFRY FREIBURGER

Title: DIRECTOR OF COMPLIANCE

¹ Only Mastercard, Visa and American Express are accepted for payment by credit card. If this option is chosen, the appropriate forms will be mailed to you, with an invoice, by NASDAQ's Finance Department. Do not include your credit card number on this form.

² The installment payment plan is only available for fines of \$5,000 or more. Certain interest payments, minimum initial and monthly payments, and other requirements apply. You must discuss these terms with FINRA staff prior to requesting this method of payment.

Statement of Corrective Action

Re: Transmittal of Acceptance Waiver and Consent
STAR No. 20070103806

Robert W Baird & Co. Incorporated ("Baird") hereby submits a Statement of Corrective Action with regard to the above referenced matter. This Correction Action Statement is submitted by the Respondent. It does not constitute factual or legal findings by Nasdaq, nor does it reflect the views of Nasdaq or its staff.

Since the incident and timeframe reviewed in this matter, (August 10, 2007), Baird has reviewed and revised its written supervisory procedures related to the prevention of erroneous orders and transactions and frivolous clearly erroneous transaction complaints. (See Exhibit A). Such procedures now encompass controls and processes which address each item of deficiency noted in the AWC Statement of Facts and Conduct. Each procedure now also details the person(s) responsible, a description of the supervisory task, the frequency of review, criteria for evidencing the review and procedures for escalation. In addition, since the relevant date noted, the firm has installed a new equity trading order management system which contains more advanced internal controls and mechanisms to prevent inadvertent and erroneous receipt, entry and routing of orders.

We trust that the steps we have taken will serve to alleviate all deficiencies noted in the AWC.