

Required fields are shown with yellow backgrounds and asterisks.

Filing by Chicago Board Options Exchange
 Pursuant to Rule 19b-4 under the Securities Exchange Act of 1934

Initial * <input checked="" type="checkbox"/>	Amendment * <input type="checkbox"/>	Withdrawal <input type="checkbox"/>	Section 19(b)(2) * <input type="checkbox"/>	Section 19(b)(3)(A) * <input checked="" type="checkbox"/>	Section 19(b)(3)(B) * <input type="checkbox"/>
			Rule		
Pilot <input type="checkbox"/>	Extension of Time Period for Commission Action * <input type="checkbox"/>	Date Expires * <input type="text"/>	<input type="checkbox"/> 19b-4(f)(1)	<input type="checkbox"/> 19b-4(f)(4)	
			<input type="checkbox"/> 19b-4(f)(2)	<input type="checkbox"/> 19b-4(f)(5)	
			<input checked="" type="checkbox"/> 19b-4(f)(3)	<input type="checkbox"/> 19b-4(f)(6)	

Notice of proposed change pursuant to the Payment, Clearing, and Settlement Act of 2010	Security-Based Swap Submission pursuant to the Securities Exchange Act of 1934
Section 806(e)(1) * <input type="checkbox"/>	Section 806(e)(2) * <input type="checkbox"/>
Section 3C(b)(2) * <input type="checkbox"/>	

Exhibit 2 Sent As Paper Document <input type="checkbox"/>	Exhibit 3 Sent As Paper Document <input type="checkbox"/>
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Description

Provide a brief description of the action (limit 250 characters, required when Initial is checked *).

The Exchange proposes a rule change to reflect in the Exchange's governing documents, rulebook and fees schedules, a non substantive corporate branding change, including changes to the Company's name, the Intermediate's ame, and the Exchange's name.

Contact Information

Provide the name, telephone number, and e-mail address of the person on the staff of the self-regulatory organization prepared to respond to questions and comments on the action.

First Name * Corinne Last Name * Klott
 Title * Senior Counsel
 E-mail * klott@cboe.com
 Telephone * (312) 786-7793 Fax

Signature

Pursuant to the requirements of the Securities Exchange Act of 1934,

has duly caused this filing to be signed on its behalf by the undersigned thereunto duly authorized.

(Title *)

Date 10/16/2017 SVP, Associate General Counsel
 By Anders Franzon
 (Name *)

afranzon@bats.com

NOTE: Clicking the button at right will digitally sign and lock this form. A digital signature is as legally binding as a physical signature, and once signed, this form cannot be changed.

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

For complete Form 19b-4 instructions please refer to the EFFF website.

Form 19b-4 Information *

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The self-regulatory organization must provide all required information, presented in a clear and comprehensible manner, to enable the public to provide meaningful comment on the proposal and for the Commission to determine whether the proposal is consistent with the Act and applicable rules and regulations under the Act.

Exhibit 1 - Notice of Proposed Rule Change *

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The Notice section of this Form 19b-4 must comply with the guidelines for publication in the Federal Register as well as any requirements for electronic filing as published by the Commission (if applicable). The Office of the Federal Register (OFR) offers guidance on Federal Register publication requirements in the Federal Register Document Drafting Handbook, October 1998 Revision. For example, all references to the federal securities laws must include the corresponding cite to the United States Code in a footnote. All references to SEC rules must include the corresponding cite to the Code of Federal Regulations in a footnote. All references to Securities Exchange Act Releases must include the release number, release date, Federal Register cite, Federal Register date, and corresponding file number (e.g., SR-[SRO]-xx-xx). A material failure to comply with these guidelines will result in the proposed rule change being deemed not properly filed. See also Rule 0-3 under the Act (17 CFR 240.0-3)

Exhibit 1A- Notice of Proposed Rule Change, Security-Based Swap Submission, or Advance Notice by Clearing Agencies *

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The Notice section of this Form 19b-4 must comply with the guidelines for publication in the Federal Register as well as any requirements for electronic filing as published by the Commission (if applicable). The Office of the Federal Register (OFR) offers guidance on Federal Register publication requirements in the Federal Register Document Drafting Handbook, October 1998 Revision. For example, all references to the federal securities laws must include the corresponding cite to the United States Code in a footnote. All references to SEC rules must include the corresponding cite to the Code of Federal Regulations in a footnote. All references to Securities Exchange Act Releases must include the release number, release date, Federal Register cite, Federal Register date, and corresponding file number (e.g., SR-[SRO]-xx-xx). A material failure to comply with these guidelines will result in the proposed rule change, security-based swap submission, or advance notice being deemed not properly filed. See also Rule 0-3 under the Act (17 CFR 240.0-3)

Exhibit 2 - Notices, Written Comments, Transcripts, Other Communications

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Exhibit Sent As Paper Document

Copies of notices, written comments, transcripts, other communications. If such documents cannot be filed electronically in accordance with Instruction F, they shall be filed in accordance with Instruction G.

Exhibit 3 - Form, Report, or Questionnaire

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Exhibit Sent As Paper Document

Copies of any form, report, or questionnaire that the self-regulatory organization proposes to use to help implement or operate the proposed rule change, or that is referred to by the proposed rule change.

Exhibit 4 - Marked Copies

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The full text shall be marked, in any convenient manner, to indicate additions to and deletions from the immediately preceding filing. The purpose of Exhibit 4 is to permit the staff to identify immediately the changes made from the text of the rule with which it has been working.

Exhibit 5 - Proposed Rule Text

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The self-regulatory organization may choose to attach as Exhibit 5 proposed changes to rule text in place of providing it in Item I and which may otherwise be more easily readable if provided separately from Form 19b-4. Exhibit 5 shall be considered part of the proposed rule change.

Partial Amendment

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If the self-regulatory organization is amending only part of the text of a lengthy proposed rule change, it may, with the Commission's permission, file only those portions of the text of the proposed rule change in which changes are being made if the filing (i.e. partial amendment) is clearly understandable on its face. Such partial amendment shall be clearly identified and marked to show deletions and additions.

Item 1. Text of the Proposed Rule Change

(a) Chicago Board Options Exchange, Incorporated (the “Exchange” or “CBOE”) pursuant to Section 19(b)(1) of the Securities Exchange Act of 1934 (“Act”)¹ and Rule 19b-4 thereunder,² is filing with the Securities and Exchange Commission (“SEC” or “Commission”) a proposed rule change with respect to amendments of the Second Amended and Restated Certificate of Incorporation (the “Company’s Certificate”) and Third Amended and Restated Bylaws (the “Company’s Bylaws”) of its parent corporation, CBOE Holdings, Inc. (“CBOE Holdings” or the “Company”) to change the name of the Company to Cboe Global Markets, Inc. The Exchange also proposes to amend its Third Amended and Restated Certificate of Incorporation (the “Exchange Certificate”), Eighth Amended and Restated Bylaws of Chicago Board Options, Exchange, Incorporated (the “Exchange Bylaws”), rulebook and fees schedules (collectively “operative documents”) in connection with the name change of its parent Company and the Exchange. The text of the proposed amendments to the Company’s Certificate is included in Exhibit 5A and to the Company’s Bylaws is included in Exhibit 5B. The text of the proposed amendment to the Exchange’s Certificate is included in Exhibit 5C and to the Exchange’s Bylaws is included in Exhibit 5D. The text of the proposed changes to the Exchange’s rules is included in Exhibit 5E. Lastly, the text of the proposed changes to the Exchange’s Fees Schedule is included in Exhibit 5F and to the Market Data Express, LLC Fee Schedule is included in Exhibit 5G.³

¹ 15 U.S.C. 78s(b)(1).

² 17 CFR 240.19b-4.

³ In lieu of providing a copy of the marked name changes for the Exchange’s operative documents in the Exhibit 5s, the Exchange represents that it will make the necessary non-substantive revisions to Exchange’s corporate governance

- (b) Not applicable.
- (c) Not applicable.

Item 2. Procedures of the Self-Regulatory Organization

(a) CBOE Holdings Board of Directors approved the proposed rule change on September 13, 2017. The proposed amendments to the Certificate and Bylaws do not require stockholder approval.⁴

As provided in the Certificate and Bylaws, proposed amendments to the Certificate and Bylaws are to be reviewed by the Board of Directors of each self-regulatory subsidiary of CBOE Holdings, and if any such proposed amendment must, under Section 19 of the Act and the rules promulgated thereunder, be filed with, or filed with and approved by, the Commission before such amendment may be effective, then such amendment shall not be effective until filed with, or filed with and approved by, the Commission, as the case may be.⁵ The Boards of Directors of CBOE, C2 Options Exchange, Incorporated (“C2”), Bats BZX Exchange, Inc. (Bats BZX), Bats BYX Exchange, Inc. (“Bats BYX”), Bats EDGX Exchange, Inc. (“Bats EDGX”), and Bats EDGA Exchange, Inc. (“Bats EDGA”) have reviewed the proposed rule change. No other action is necessary for the filing of the rule change.

documents, rulebook, and fees schedules, and post updated versions of each on the Exchange’s website pursuant to Rule 19b-4(m)(2).

⁴ See Section 242(b) of the General Corporation Law of the State of Delaware, which provides that unless otherwise expressly required by a company’s charter, no meeting or vote of stockholders is required to adopt a charter amendment that solely changes the corporate name. See also Article Eleventh of the Certificate and Section 10.1 of the Bylaws, which provide that the Bylaws may be amended by CBOE Holdings Board without stockholder approval.

⁵ See Article Eleventh of the Certificate and Section 10.2 of the Bylaws.

(b) Please refer questions and comments on the proposed rule change to Joanne Moffic-Silver, Executive Vice President, General Counsel, and Corporate Secretary, (312) 786-7462, or Corinne Klott, (312) 786-7793, Chicago Board Options Exchange, Incorporated, 400 South LaSalle, Chicago, Illinois 60605.

Item 3. Self-Regulatory Organization's Statement of the Purpose of, and Statutory Basis for, the Proposed Rule Change

(a) Purpose

Background

The purpose of this filing is to reflect in the Exchange's governing documents (and the governing documents of its parent company, CBOE Holdings) and the Exchange's rulebook and fees schedules, a non-substantive corporate branding change, including changes to the Company's name and the Exchange's name. Particularly, references to Company's and Exchange's names will be deleted and revised to state the new names, as described more fully below. No other substantive changes are being proposed in this filing. The Exchange represents that these changes are concerned solely with the administration of the Exchange and do not affect the meaning, administration, or enforcement of any rules of the Exchange or the rights, obligations, or privileges of Exchange members or their associated persons in any way. Accordingly, this filing is being submitted under Rule 19b-4(f)(3). In lieu of providing a copy of the marked name changes, the Exchange represents that it will make the necessary non-substantive revisions described below to the Exchange's corporate governance documents, rulebook, and fees schedules, and post updated versions of each on the Exchange's website pursuant to Rule 19b-4(m)(2).

The Company's Name Change

In connection with the corporate name change of its parent company, the Exchange is proposing to amend the Company's Certificate and Bylaws. Specifically, the Company is changing its name from "CBOE Holdings, Inc." to "Cboe Global Markets, Inc."

(a) Company's Certificate

The Exchange proposes to (i) delete the following language from Paragraph (1) of the introductory paragraph: "The name of the Corporation is CBOE Holdings, Inc." and (ii) amend Article First of the Company's Certificate to reflect the new name, "Cboe Global Markets, Inc.". The Exchange also proposes to add clarifying language and cite to the applicable provisions of the General Corporation Law of the State of Delaware in connection with the proposed name change. The Exchange notes that it is not amending the Company's name in the title or signature line as the name changes will not be effective until the Company, as currently named, files the proposed changes in Delaware. Thereafter, the Exchange will amend the Certificate to reflect the new name in the title and signature line. The Exchange also notes that although the Exchange's name is changing, as discussed more fully below, it is not amending the name of the Exchange referenced in Article Fifth(a)(iii) at this time. Particularly, the Exchange notes that unlike the exception applicable to proposed changes to the Company's name⁶, a vote of stockholders is required to adopt an amendment to the reference of the Exchange's name. As such, the Exchange will submit a rule filing to amend the Certificate to reflect the new Exchange name at such time it is ready to obtain stockholder approval.

(b) Company's Bylaws

⁶ See Section 242(b) of the General Corporation Law of the State of Delaware.

With respect to the Company's Bylaws, references to "CBOE Holdings, Inc." will be deleted and revised to state "Cboe Global Markets, Inc." The Exchange also proposes to eliminate the reference to "Chicago Board Options Exchange, Incorporated" in Article 10, Section 10.2. Particularly, Section 10.2 provides that "for so long as the Corporation shall control, directly or indirectly, any national securities exchange, including, but not limited to Chicago Board Options Exchange, Incorporated (a "Regulated Securities Exchange Subsidiary"), before any amendment, alteration or repeal of any provision of the Bylaws shall be effective, such amendment, alteration or repeal shall be submitted to the board of directors of each Regulated Securities Exchange Subsidiary, and if such amendment, alteration or repeal must be filed with or filed with and approved by the Securities and Exchange Commission, then such amendment, alteration or repeal shall not become effective until filed with or filed with and approved by the Securities and Exchange Commission, as the case may be." As the Company currently controls a number of Regulated Securities Exchange Subsidiaries, it does not believe it is necessary to explicitly reference only Chicago Board Option Exchange, Incorporated and therefore proposes to delete the following language: "including, but not limited to Chicago Board Options Exchange, Incorporated".

The Exchange's Name Change

For purposes of consistency, certain of the Parent's subsidiaries have also undertaken to change their legal names. As a result, the Exchange also proposes to change its name from "Chicago Board Options Exchange, Incorporated" to "Cboe Exchange, Inc." throughout its rules, fees schedules and corporate documents. The Exchange is also changing references to "CBOE" to "Cboe Options", with certain

exceptions described below. Lastly, the Exchange is changing the name of “Market Data Express, LLC” to “Cboe Data Services, LLC” and consequently also changing references to “MDX” to “CDS”. Therefore, the Exchange proposes to amend its: (i) Third Amended and Restated Certificate of Incorporation of Chicago Board Options Exchange, Incorporated (ii) Eighth Amended and Restated Bylaws of Chicago Board Options Exchange, Incorporated, (iii) Rulebook, (iv) Fees Schedule and (v) Market Data Express, LLC Fees Schedule (collectively, the “Operative Documents”) to reflect the name changes.

(a) Exchange’s Certificate

The Exchange proposes to (i) delete the following language from the introductory paragraph: “The name of the Corporation is Chicago Board Options Exchange, Incorporated” and (ii) amend Article First of the Exchange’s Certificate to reflect the new name, “Cboe Exchange, Inc.”. The Exchange also proposes to change references to its parent company, “CBOE Holdings, Inc.” to “Cboe Global Markets, Inc.”. The Exchange notes that it is not amending the Exchange’s name in the title or signature line as the name changes will not be effective until the Exchange, as currently named, files the proposed changes in Delaware. Thereafter, the Exchange will amend the Certificate to reflect the new name in the title and signature line.

(b) Exchange’s Bylaws

For the Exchange’s Bylaws, all references to “Chicago Board Options Exchange, Incorporated” will be deleted and revised to state “Cboe Exchange, Inc.”. Additionally, a reference to its parent company, “CBOE Holdings, Inc.” will be deleted and revised to state “Cboe Global Markets, Inc.”.

(c) Exchange's Rulebook

For the Rules of Chicago Board Options Exchange, Incorporated, all references to "Chicago Board Options Exchange, Incorporated", "Chicago Board Options Exchange, Inc." and "Chicago Board Options Exchange" will be deleted and revised to state "Cboe Exchange, Inc.". Additionally, notwithstanding the below exceptions, all references to "CBOE", will be deleted and revised to state "Cboe Options". The Exchange notes that references to "CBOE" that precedes any product name (e.g., "CBOE Bio Tech")⁷ will be deleted and revised to state "Cboe". Similarly, any references to "CBOE Command", "CBOE Application Server", "CBOE Market Interface" and "CBOE Livevol, LLC" will be deleted and revised to state "Cboe Command", "Cboe Application Server", "Cboe Market Interface" and "Cboe Livevol, LLC", respectively. Lastly, the Exchange notes that any references to its parent company, "CBOE Holdings, Inc." will be deleted and revised to state "Cboe Global Markets, Inc.".

(d) Exchange's Fees Schedule

For the Chicago Board Options Exchange, Incorporated Fees Schedule, any reference to "Chicago Board Options Exchange, Incorporated" will be deleted and revised to state "Cboe Exchange, Inc.". Additionally, all references to "CBOE" will be deleted and revised to state "Cboe Options", with the exception that any references to "CBOE Command" will be deleted and revised to state "Cboe Command".

(e) Market Data Express, LLC Fees Schedule

For the Market Data Express, LLC Fees Schedule, all references to "Market Data Express, LLC" will be deleted and revised to state "Cboe Data Services, LLC" and

⁷ See Rule 24.1, Interpretation and Policies .01 (Definitions).

references to “CBOE Streaming Markets” will be deleted in its entirety. Additionally references to “MDX” will be deleted and revised to state “CDS”. Finally, all references to “CBOE” will be deleted and revised to state “Cboe Options”.

(b) Statutory Basis

The Exchange believes the proposed rule change is consistent with the Securities Exchange Act of 1934 (the “Act”) and the rules and regulations thereunder applicable to the Exchange and, in particular, the requirements of Section 6(b) of the Act.⁸ Specifically, the Exchange believes the proposed rule change is consistent with the Section 6(b)(5)⁹ requirements that the rules of an exchange be designed to prevent fraudulent and manipulative acts and practices, to promote just and equitable principles of trade, to foster cooperation and coordination with persons engaged in regulating, clearing, settling, processing information with respect to, and facilitating transactions in securities, to remove impediments to and perfect the mechanism of a free and open market and a national market system, and, in general, to protect investors and the public interest.

In particular, the proposed change is a non-substantive change and does not impact the governance, ownership or operations of the Exchange. The Exchange believes that by ensuring that its parent company’s governance documents and the Exchanges operative documents accurately reflect the new legal names, the proposed rule change would reduce potential investor or market participant confusion.

⁸ 15 U.S.C. 78f(b).

⁹ 15 U.S.C. 78f(b)(5).

Item 4. Self-Regulatory Organization’s Statement on Burden on Competition

The Exchange does not believe that the proposed rule change will impose any burden on competition that is not necessary or appropriate in furtherance of the purposes of the Act. The proposed rule change is not intended to address competitive issues but rather is concerned solely with updating the Company’s and Exchange’s governance and operative documents to reflect the abovementioned name changes.

Item 5. Self-Regulatory Organization’s Statement on Comments on the Proposed Rule Change Received from Members, Participants, or Others

The Exchange neither solicited nor received comments on the proposed rule change.

Item 6. Extension of Time Period for Commission Action

CBOE does not consent to an extension of the time period for Commission action on the proposed rule change specified in Section 19(b)(2) of the Act.¹⁰

Item 7. Basis for Summary Effectiveness Pursuant to Section 19(b)(3) or for Accelerated Effectiveness Pursuant to Section 19(b)(2) or Section 19(b)(7)(D)

(a) The proposed rule change is filed for immediate effectiveness pursuant to Section 19(b)(3)(A) of the Act¹¹ and Rule 19b-4(f)(3)¹² thereunder.

(b) The Exchange designates that the proposed rule change is concerned solely with the administration of the self-regulatory organization, which renders the proposed rule change effective upon filing with the Securities and Exchange Commission (the “Commission”). At any time within 60 days of the filing of this proposed rule

¹⁰ 15 U.S.C. 78s(b)(2).

¹¹ 15 U.S.C. 78s(b)(3)(A).

¹² 17 CFR 240.19b-4(f)(3).

change, the Commission summarily may temporarily suspend such rule change if it appears to the Commission that such action is necessary or appropriate in the public interest, for the protection of investors, or otherwise in furtherance of the purposes of the Act. If the Commission takes such action, the Commission will institute proceedings to determine whether the proposed rule change should be approved or disapproved.

(c) Not applicable.

(d) Not applicable.

Item 8. Proposed Rule Change Based on Rules of Another Self-Regulatory Organization or of the Commission

The proposed rule change is not based on a rule either of another self-regulatory organization or of the Commission.

Item 9. Security-Based Swap Submissions Filed Pursuant to Section 3C of the Act

Not applicable.

Item 10. Advance Notices Filed Pursuant to Section 806(e) of the Payment, Clearing and Settlement Supervision Act

Not applicable.

Item 11. Exhibits

Exhibit 1. Completed Notice of Proposed Rule Change for publication in the Federal Register.

Exhibit 5. Proposed rule text.

A. Company Certificate.

B. Company Bylaws.

C. Exchange Certificate.

D. Exchange Bylaws.

E. Rules.

F. Exchange Fees Schedule.

G. Market Data Express, LLC Fee Schedule.

EXHIBIT 1

SECURITIES AND EXCHANGE COMMISSION

[Release No. 34- ; File No. SR-CBOE-2017-066]

[Insert date]

Self-Regulatory Organizations; Chicago Board Options Exchange, Incorporated; Notice of Filing and Immediate Effectiveness of a Proposed Rule Change to Reflect in the Exchange's Governing Documents, Rulebook and Fees Schedules, a Non-Substantive Corporate Branding Change, Including Changes to the Company's Name, the Intermediate's Name, and the Exchange's Name

Pursuant to Section 19(b)(1) of the Securities Exchange Act of 1934 (the "Act"),¹ and Rule 19b-4 thereunder,² notice is hereby given that on [insert date], Chicago Board Options Exchange, Incorporated (the "Exchange" or "CBOE") filed with the Securities and Exchange Commission (the "Commission") the proposed rule change as described in Items I, II, and III below, which Items have been prepared by the Exchange. The Commission is publishing this notice to solicit comments on the proposed rule change from interested persons.

I. Self-Regulatory Organization's Statement of the Terms of Substance of the Proposed Rule Change

The Exchange filed a proposed rule change with respect to amendments of the Second Amended and Restated Certificate of Incorporation (the "Company's Certificate") and Third Amended and Restated Bylaws (the "Company's Bylaws") of its parent corporation, CBOE Holdings, Inc. ("CBOE Holdings" or the "Company") to change the name of the Company to Cboe Global Markets, Inc. The Exchange also proposes to amend its Third Amended and Restated Certificate of Incorporation (the "Exchange Certificate"),

¹ 15 U.S.C. 78s(b)(1).

² 17 CFR 240.19b-4.

Eighth Amended and Restated Bylaws of Chicago Board Options, Exchange, Incorporated (the “Exchange Bylaws”), rulebook and fees schedules (collectively “operative documents”) in connection with the name change of its parent Company and the Exchange.

The text of the proposed rule change is also available on the Exchange’s website (<http://www.cboe.com/AboutCBOE/CBOELegalRegulatoryHome.aspx>), at the Exchange’s Office of the Secretary, and at the Commission’s Public Reference Room.

II. Self-Regulatory Organization’s Statement of the Purpose of, and Statutory Basis for, the Proposed Rule Change

In its filing with the Commission, the Exchange included statements concerning the purpose of and basis for the proposed rule change and discussed any comments it received on the proposed rule change. The text of these statements may be examined at the places specified in Item IV below. The Exchange has prepared summaries, set forth in sections A, B, and C below, of the most significant aspects of such statements.

A. Self-Regulatory Organization’s Statement of the Purpose of, and Statutory Basis for, the Proposed Rule Change

1. Purpose

Background

The purpose of this filing is to reflect in the Exchange’s governing documents (and the governing documents of its parent company, CBOE Holdings) and the Exchange’s rulebook and fees schedules, a non-substantive corporate branding change, including changes to the Company’s name and the Exchange’s name. Particularly, references to Company’s and Exchange’s names will be deleted and revised to state the new names, as described more fully below. No other substantive changes are being proposed in this filing. The Exchange represents that these changes are concerned solely with the administration of the Exchange and do not affect the meaning, administration, or

enforcement of any rules of the Exchange or the rights, obligations, or privileges of Exchange members or their associated persons in any way. Accordingly, this filing is being submitted under Rule 19b-4(f)(3). In lieu of providing a copy of the marked name changes, the Exchange represents that it will make the necessary non-substantive revisions described below to the Exchange's corporate governance documents, rulebook, and fees schedules, and post updated versions of each on the Exchange's website pursuant to Rule 19b-4(m)(2).

The Company's Name Change

In connection with the corporate name change of its parent company, the Exchange is proposing to amend the Company's Certificate and Bylaws. Specifically, the Company is changing its name from "CBOE Holdings, Inc." to "Cboe Global Markets, Inc."

(a) Company's Certificate

The Exchange proposes to (i) delete the following language from Paragraph (1) of the introductory paragraph: "The name of the Corporation is CBOE Holdings, Inc." and (ii) amend Article First of the Company's Certificate to reflect the new name, "Cboe Global Markets, Inc.". The Exchange also proposes to add clarifying language and cite to the applicable provisions of the General Corporation Law of the State of Delaware in connection with the proposed name change. The Exchange notes that it is not amending the Company's name in the title or signature line as the name changes will not be effective until the Company, as currently named, files the proposed changes in Delaware. Thereafter, the Exchange will amend the Certificate to reflect the new name in the title and signature line. The Exchange also notes that although the Exchange's name is

changing, as discussed more fully below, it is not amending the name of the Exchange referenced in Article Fifth(a)(iii) at this time. Particularly, the Exchange notes that unlike the exception applicable to proposed changes to the Company's name³, a vote of stockholders is required to adopt an amendment to the reference of the Exchange's name. As such, the Exchange will submit a rule filing to amend the Certificate to reflect the new Exchange name at such time it is ready to obtain stockholder approval.

(b) Company's Bylaws

With respect to the Company's Bylaws, references to "CBOE Holdings, Inc." will be deleted and revised to state "Cboe Global Markets, Inc." The Exchange also proposes to eliminate the reference to "Chicago Board Options Exchange, Incorporated" in Article 10, Section 10.2. Particularly, Section 10.2 provides that "for so long as the Corporation shall control, directly or indirectly, any national securities exchange, including, but not limited to Chicago Board Options Exchange, Incorporated (a "Regulated Securities Exchange Subsidiary"), before any amendment, alteration or repeal of any provision of the Bylaws shall be effective, such amendment, alteration or repeal shall be submitted to the board of directors of each Regulated Securities Exchange Subsidiary, and if such amendment, alteration or repeal must be filed with or filed with and approved by the Securities and Exchange Commission, then such amendment, alteration or repeal shall not become effective until filed with or filed with and approved by the Securities and Exchange Commission, as the case may be." As the Company currently controls a number of Regulated Securities Exchange Subsidiaries, it does not believe it is necessary to explicitly reference only Chicago Board Option Exchange, Incorporated and therefore

³ See Section 242(b) of the General Corporation Law of the State of Delaware.

proposes to delete the following language: “including, but not limited to Chicago Board Options Exchange, Incorporated”.

The Exchange’s Name Change

For purposes of consistency, certain of the Parent’s subsidiaries have also undertaken to change their legal names. As a result, the Exchange also proposes to change its name from “Chicago Board Options Exchange, Incorporated” to “Cboe Exchange, Inc.” throughout its rules, fees schedules and corporate documents. The Exchange is also changing references to “CBOE” to “Cboe Options”, with certain exceptions described below. Lastly, the Exchange is changing the name of “Market Data Express, LLC” to “Cboe Data Services, LLC” and consequently also changing references to “MDX” to “CDS”. Therefore, the Exchange proposes to amend its: (i) Third Amended and Restated Certificate of Incorporation of Chicago Board Options Exchange, Incorporated (ii) Eighth Amended and Restated Bylaws of Chicago Board Options Exchange, Incorporated, (iii) Rulebook, (iv) Fees Schedule and (v) Market Data Express, LLC Fees Schedule (collectively, the “Operative Documents”) to reflect the name changes.

(a) Exchange’s Certificate

The Exchange proposes to (i) delete the following language from the introductory paragraph: “The name of the Corporation is Chicago Board Options Exchange, Incorporated” and (ii) amend Article First of the Exchange’s Certificate to reflect the new name, “Cboe Exchange, Inc.”. The Exchange also proposes to change references to its parent company, “CBOE Holdings, Inc.” to “Cboe Global Markets, Inc.”. The Exchange notes that it is not amending the Exchange’s name in the title or signature line as the

name changes will not be effective until the Exchange, as currently named, files the proposed changes in Delaware. Thereafter, the Exchange will amend the Certificate to reflect the new name in the title and signature line.

(b) Exchange's Bylaws

For the Exchange's Bylaws, all references to "Chicago Board Options Exchange, Incorporated" will be deleted and revised to state "Cboe Exchange, Inc.". Additionally, a reference to its parent company, "CBOE Holdings, Inc." will be deleted and revised to state "Cboe Global Markets, Inc.".

(c) Exchange's Rulebook

For the Rules of Chicago Board Options Exchange, Incorporated, all references to "Chicago Board Options Exchange, Incorporated", "Chicago Board Options Exchange, Inc." and "Chicago Board Options Exchange" will be deleted and revised to state "Cboe Exchange, Inc.". Additionally, notwithstanding the below exceptions, all references to "CBOE", will be deleted and revised to state "Cboe Options". The Exchange notes that references to "CBOE" that precedes any product name (e.g., "CBOE Bio Tech")⁴ will be deleted and revised to state "Cboe". Similarly, any references to "CBOE Command", "CBOE Application Server", "CBOE Market Interface" and "CBOE Livevol, LLC" will be deleted and revised to state "Cboe Command", "Cboe Application Server", "Cboe Market Interface" and "Cboe Livevol, LLC", respectively. Lastly, the Exchange notes that any references to its parent company, "CBOE Holdings, Inc." will be deleted and revised to state "Cboe Global Markets, Inc.".

(d) Exchange's Fees Schedule

⁴ See Rule 24.1, Interpretation and Policies .01 (Definitions).

For the Chicago Board Options Exchange, Incorporated Fees Schedule, any reference to “Chicago Board Options Exchange, Incorporated” will be deleted and revised to state “Cboe Exchange, Inc.”. Additionally, all references to “CBOE” will be deleted and revised to state “Cboe Options”, with the exception that any references to “CBOE Command” will be deleted and revised to state “Cboe Command”.

(e) Market Data Express, LLC Fees Schedule

For the Market Data Express, LLC Fees Schedule, all references to “Market Data Express, LLC” will be deleted and revised to state “Cboe Data Services, LLC” and references to “CBOE Streaming Markets” will be deleted in its entirety. Additionally references to “MDX” will be deleted and revised to state “CDS”. Finally, all references to “CBOE” will be deleted and revised to state “Cboe Options”.

2. Statutory Basis

The Exchange believes the proposed rule change is consistent with the Securities Exchange Act of 1934 (the “Act”) and the rules and regulations thereunder applicable to the Exchange and, in particular, the requirements of Section 6(b) of the Act.⁵ Specifically, the Exchange believes the proposed rule change is consistent with the Section 6(b)(5)⁶ requirements that the rules of an exchange be designed to prevent fraudulent and manipulative acts and practices, to promote just and equitable principles of trade, to foster cooperation and coordination with persons engaged in regulating, clearing, settling, processing information with respect to, and facilitating transactions in securities, to remove impediments to and perfect the mechanism of a free and open

⁵ 15 U.S.C. 78f(b).

⁶ 15 U.S.C. 78f(b)(5).

market and a national market system, and, in general, to protect investors and the public interest.

In particular, the proposed change is a non-substantive change and does not impact the governance, ownership or operations of the Exchange. The Exchange believes that by ensuring that its parent company's governance documents and the Exchanges operative documents accurately reflect the new legal names, the proposed rule change would reduce potential investor or market participant confusion.

B. Self-Regulatory Organization's Statement on Burden on Competition

The Exchange does not believe that the proposed rule change will impose any burden on competition that is not necessary or appropriate in furtherance of the purposes of the Act. The proposed rule change is not intended to address competitive issues but rather is concerned solely with updating the Company's and Exchange's governance and operative documents to reflect the abovementioned name changes.

C. Self-Regulatory Organization's Statement on Comments on the Proposed Rule Change Received from Members, Participants, or Others

The Exchange neither solicited nor received comments on the proposed rule change.

III. Date of Effectiveness of the Proposed Rule Change and Timing for Commission Action

The foregoing rule change has become effective pursuant to Section 19(b)(3)(A) of the Act⁷ and paragraph (f) of Rule 19b-4⁸ thereunder. At any time within 60 days of the filing of the proposed rule change, the Commission summarily may temporarily suspend such rule change if it appears to the Commission that such action is necessary or

⁷ 15 U.S.C. 78s(b)(3)(A).

⁸ 17 CFR 240.19b-4(f).

appropriate in the public interest, for the protection of investors, or otherwise in furtherance of the purposes of the Act. If the Commission takes such action, the Commission will institute proceedings to determine whether the proposed rule change should be approved or disapproved.

IV. Solicitation of Comments

Interested persons are invited to submit written data, views, and arguments concerning the foregoing, including whether the proposed rule change is consistent with the Act. Comments may be submitted by any of the following methods:

Electronic comments:

- Use the Commission's Internet comment form (<http://www.sec.gov/rules/sro.shtml>); or
- Send an e-mail to rule-comments@sec.gov. Please include File Number SR-CBOE-2017-066 on the subject line.

Paper comments:

- Send paper comments in triplicate to Secretary, Securities and Exchange Commission, 100 F Street, NE, Washington, DC 20549-1090.

All submissions should refer to File Number SR-CBOE-2017-066. This file number should be included on the subject line if e-mail is used. To help the Commission process and review your comments more efficiently, please use only one method. The Commission will post all comments on the Commission's Internet website (<http://www.sec.gov/rules/sro.shtml>). Copies of the submission, all subsequent amendments, all written statements with respect to the proposed rule change that are filed with the Commission, and all written communications relating to the proposed rule

change between the Commission and any person, other than those that may be withheld from the public in accordance with the provisions of 5 U.S.C. 552, will be available for website viewing and printing in the Commission's Public Reference Room, 100 F Street, NE, Washington, D.C. 20549 on official business days between the hours of 10:00 a.m. and 3:00 p.m. Copies of the filing also will be available for inspection and copying at the principal office of the Exchange. All comments received will be posted without change; the Commission does not edit personal identifying information from submissions. You should submit only information that you wish to make available publicly. All submissions should refer to File Number SR-CBOE-2017-066 and should be submitted on or before [insert date 21 days from publication in the Federal Register].

For the Commission, by the Division of Trading and Markets, pursuant to delegated authority.⁹

Secretary

⁹ 17 CFR 200.30-3(a)(12).

The purpose of this filing is to reflect in the Exchange’s governing documents, rulebooks and fees schedules (and the governing documents of its parent company) a non-substantive corporate branding change to the Company’s and Exchange’s name. The changes are concerned solely with the administration of the Exchange and do not affect the meaning, administration, or enforcement of any rules of the Exchange or the rights, obligations, or privileges of Exchange members or their associated persons in any way. As such, in lieu of providing a copy of the marked name changes for the Exchange’s documents contained in Exhibits 5C-5G, the Exchange represents that it has made the necessary non-substantive revisions to Exchange’s corporate governance documents, rulebook, and fees schedules, and will post updated versions of each on the Exchange’s website pursuant to Rule 19b-4(m)(2).

Exhibit 5A

(additions are underlined; deletions are [bracketed])

**[SECOND] THIRD AMENDED AND RESTATED
CERTIFICATE OF INCORPORATION
OF
CBOE HOLDINGS, INC.**

CBOE Holdings, Inc., a corporation organized under the laws of the State of Delaware (the “*Corporation*”), hereby certifies as follows:

1. [The name of the Corporation is CBOE Holdings, Inc.]The Corporation was incorporated on August 15, 2006.
2. This [Second] Third Amended and Restated Certificate of Incorporation has been duly adopted by the Board of Directors of the Corporation in accordance with Section 242(b)(1) and Section 245 of the General Corporation Law of the State of Delaware (the “*GCL*”). This [Second] Third Amended and Restated Certificate of Incorporation only restates and[,] integrates and does not further amend[s] (except as permitted under Section 242(a)(1) of the GCL in order to change the name of the Corporation) the provisions of the Second Amended and Restated Certificate of Incorporation of the Corporation.
3. The text of the [Second] Third Amended and Restated Certificate of Incorporation as amended, integrated and restated shall read in full as follows:

FIRST: The name of the corporation is Cboe Global Markets[CBOE Holdings], Inc.

IN WITNESS WHEREOF, CBOE Holdings, Inc. has caused this certificate to be signed as of this [15th] ____ day of _____[December], 201_[5].

CBOE HOLDINGS, INC.

By: [/s/ Edward L. Provost]

Name: [Edward L. Provost] Edward T. Tilly

Its: [President and Chief Operating
Officer] Chairman and Chief Executive
Officer

The purpose of this filing is to reflect in the Exchange’s governing documents, rulebooks and fees schedules (and the governing documents of its parent company) a non-substantive corporate branding change to the Company’s and Exchange’s name. The changes are concerned solely with the administration of the Exchange and do not affect the meaning, administration, or enforcement of any rules of the Exchange or the rights, obligations, or privileges of Exchange members or their associated persons in any way. As such, in lieu of providing a copy of the marked name changes for the Exchange’s documents contained in Exhibits 5C-5G, the Exchange represents that it has made the necessary non-substantive revisions to Exchange’s corporate governance documents, rulebook, and fees schedules, and will post updated versions of each on the Exchange’s website pursuant to Rule 19b-4(m)(2).

Exhibit 5B

(additions are underlined; deletions are [bracketed])

**[THIRD] FOURTH AMENDED AND RESTATED
BYLAWS
OF
CBOE [HOLDINGS]GLOBAL MARKETS, INC.**

ARTICLE 1—OFFICES

1.1 *Registered Offices.* The registered office of [CBOE]Cboe Global Markets[Holdings], Inc. (the “Corporation”) in the State of Delaware shall be located at Corporation Trust Center, 1209 Orange Street, in the City of Wilmington, County of New Castle, Delaware 19805. The name of the Corporation’s registered agent at such address shall be The Corporation Trust Company. The registered office and/or registered agent of the Corporation may be changed from time to time by action of the Board of Directors of the Corporation (the “Board of Directors”).

1.2 *Other Offices.* The Corporation may also have offices at such other places both within and without the State of Delaware as the Board of Directors may from time to time determine or the business of the Corporation may require.

1.3 *Books.* The books of the Corporation may be kept within or without the State of Delaware as the Board of Directors may from time to time determine or the business of the Corporation may require, provided such books and records are kept within the United States.

ARTICLE 10—AMENDMENTS

10.2 *Submission to Boards of any Regulated Securities Exchange Subsidiary.* Notwithstanding *Section 10.1*, for so long as the Corporation shall control, directly or indirectly, any national securities exchange[, including, but not limited to, Chicago Board Options

Exchange, Incorporated](a “Regulated Securities Exchange Subsidiary”), before any amendment, alteration or repeal of any provision of these Bylaws shall be effective, such amendment, alteration or repeal shall be submitted to the board of directors of each Regulated Securities Exchange Subsidiary, and if such amendment, alteration or repeal must be filed with or filed with and approved by the Securities and Exchange Commission, then such amendment, alteration or repeal shall not become effective until filed with or filed with and approved by the Securities and Exchange Commission, as the case may be.

The purpose of this filing is to reflect in the Exchange's governing documents, rulebooks and fees schedules (and the governing documents of its parent company) a non-substantive corporate branding change to the Company's and Exchange's name. The changes are concerned solely with the administration of the Exchange and do not affect the meaning, administration, or enforcement of any rules of the Exchange or the rights, obligations, or privileges of Exchange members or their associated persons in any way. As such, in lieu of providing a copy of the marked name changes for the Exchange's documents contained in Exhibits 5C-5G, the Exchange represents that it has made the necessary non-substantive revisions to Exchange's corporate governance documents, rulebook, and fees schedules, and will post updated versions of each on the Exchange's website pursuant to Rule 19b-4(m)(2).

EXHIBIT 5C

{ Additions are underlined; deletions are [bracketed] }

**[THIRD] FOURTH AMENDED AND RESTATED
CERTIFICATE OF INCORPORATION
of
CHICAGO BOARD OPTIONS EXCHANGE, INCORPORATED**

[The name of the corporation is Chicago Board Options Exchange, Incorporated.] The corporation filed its original Certificate of Incorporation with the Secretary of State of the State of Delaware on February 8, 1972. This [Third] Fourth Amended and Restated Certificate of Incorporation of the corporation, which restates and integrates and also further amends the provisions of the corporation's [Second] Third Amended and Restated Certificate of Incorporation, was duly adopted in accordance with the provisions of Sections 242 and 245 of the General Corporation Law of the State of Delaware and by the written consent of its sole stockholder in accordance with Section 228 of the General Corporation Law of the State of Delaware. The [Second] Third Amended and Restated Certificate of Incorporation of the corporation is hereby amended, integrated and restated to read in its entirety as follows:

IN WITNESS WHEREOF, Chicago Board Options Exchange, Incorporated has caused this certificate to be signed as of this [16th] ____ day of [August]____, 2017.

CHICAGO BOARD OPTIONS EXCHANGE,
INCORPORATED

By: [/s/ Edward T. Tilly]_____

Name: Edward T. Tilly

Its: Chief Executive Officer

The purpose of this filing is to reflect in the Exchange's governing documents, rulebooks and fees schedules (and the governing documents of its parent company) a non-substantive corporate branding change to the Company's and Exchange's name. The changes are concerned solely with the administration of the Exchange and do not affect the meaning, administration, or enforcement of any rules of the Exchange or the rights, obligations, or privileges of Exchange members or their associated persons in any way. As such, in lieu of providing a copy of the marked name changes for the Exchange's documents contained in Exhibits 5C-5G, the Exchange represents that it has made the necessary non-substantive revisions to Exchange's corporate governance documents, rulebook, and fees schedules, and will post updated versions of each on the Exchange's website pursuant to Rule 19b-4(m)(2).

Exhibit 5D

(additions are underlined; deletions are [bracketed])

**[EIGHTH] NINTH AMENDED AND RESTATED
BYLAWS OF
[CHICAGO BOARD OPTIONS EXCHANGE, INCORPORATED]CBOE EXCHANGE,
INC.**

The purpose of this filing is to reflect in the Exchange's governing documents, rulebooks and fees schedules (and the governing documents of its parent company) a non-substantive corporate branding change to the Company's and Exchange's name. The changes are concerned solely with the administration of the Exchange and do not affect the meaning, administration, or enforcement of any rules of the Exchange or the rights, obligations, or privileges of Exchange members or their associated persons in any way. As such, in lieu of providing a copy of the marked name changes for the Exchange's documents contained in Exhibits 5C-5G, the Exchange represents that it has made the necessary non-substantive revisions to Exchange's corporate governance documents, rulebook, and fees schedules, and will post updated versions of each on the Exchange's website pursuant to Rule 19b-4(m)(2).

EXHIBIT 5E

{ Additions are underlined; deletions are [bracketed] }

[Chicago Board Options] Cboe Exchange, Inc.[orporated]
Rules

* * * * *

The purpose of this filing is to reflect in the Exchange’s governing documents, rulebooks and fees schedules (and the governing documents of its parent company) a non-substantive corporate branding change to the Company’s and Exchange’s name. The changes are concerned solely with the administration of the Exchange and do not affect the meaning, administration, or enforcement of any rules of the Exchange or the rights, obligations, or privileges of Exchange members or their associated persons in any way. As such, in lieu of providing a copy of the marked name changes for the Exchange’s documents contained in Exhibits 5C-5G, the Exchange represents that it has made the necessary non-substantive revisions to Exchange’s corporate governance documents, rulebook, and fees schedules, and will post updated versions of each on the Exchange’s website pursuant to Rule 19b-4(m)(2).

EXHIBIT 5F

(additions are underlined; deletions are [bracketed])

* * * * *

**[Chicago Board Options] Cboe Exchange, Inc.[orporated]
*Fees Schedule – October [2] 16, 2017***

* * * * *

The purpose of this filing is to reflect in the Exchange's governing documents, rulebooks and fees schedules (and the governing documents of its parent company) a non-substantive corporate branding change to the Company's and Exchange's name. The changes are concerned solely with the administration of the Exchange and do not affect the meaning, administration, or enforcement of any rules of the Exchange or the rights, obligations, or privileges of Exchange members or their associated persons in any way. As such, in lieu of providing a copy of the marked name changes for the Exchange's documents contained in Exhibits 5C-5G, the Exchange represents that it has made the necessary non-substantive revisions to Exchange's corporate governance documents, rulebook, and fees schedules, and will post updated versions of each on the Exchange's website pursuant to Rule 19b-4(m)(2).

Exhibit 5G

(additions are underlined; deletions are [bracketed])

[MARKET DATA EXPRESS]CBOE DATA SERVICES, LLC ([MDX]CDS)
[CBOE STREAMING MARKETS]
FEE SCHEDULE
[APRIL 3]October 16, 2017
