

E TRADE FINANCIAL CORP  
Form 8-K  
December 08, 2010

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of  
the Securities Exchange Act of 1934**

**Date of report: December 8, 2010**

**(Date of earliest event reported)**

**E\*TRADE Financial Corporation**

**(Exact name of Registrant as Specified in its Charter)**

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(State or other jurisdiction of incorporation or organization) (Commission File Number) (I.R.S. Employer Identification Number)  
**1271 Avenue of the Americas, 14<sup>th</sup> Floor, New York, New York 10020**

(Address of Principal Executive Offices and Zip Code)

**(646) 521-4300**

(Registrant's Telephone Number, including Area Code)

**135 East 57<sup>th</sup> Street, New York, New York, 10022**

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 7.01. REGULATION FD DISCLOSURE**

E\*TRADE Financial Corporation (the Company) will be making a presentation today at the Goldman, Sachs & Co. 2010 U.S. Financial Services Conference. A copy of the Company's presentation is attached hereto as Exhibit 99.1 and is incorporated by reference herein. In addition, during the presentation, the Company will discuss the Company's Daily Average Revenue Trades (DARTs) for the month of November. For the month of November, the Company reports DARTs of 158,770, a nine percent increase from October and a four percent increase from the year ago period. The Company intends to issue its standard monthly activity report for November, including loan performance data for the October and November periods, on or about December 15, 2010.

The information appearing in this Item 7.01 shall not be deemed filed for purposes of Section 18 of the Securities Exchange act of 1934, or otherwise subject to the liabilities of that section.

**Item 9.01. Financial Statements and Exhibits.**

(d) Exhibits.

Exhibit No.	Description
99.1	Investor Presentation for Goldman, Sachs & Co. 2010 U.S. Financial Services Conference.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**E\*TRADE FINANCIAL CORPORATION**

Date: December 8, 2010

By:	/s/ KARL A. ROESSNER
Name:	<b>Karl A. Roessner</b>
Title:	<b>Corporate Secretary</b>

**EXHIBIT INDEX**

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