

CURRENCYSHARES SWISS FRANC TRUST
Form 8-K
March 30, 2012

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION

Washington, DC 20549

FORM 8-K

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported) March 30, 2012

CurrencyShares[®] Swiss Franc Trust

Sponsored by Guggenheim Specialized Products, LLC,

d/b/a Guggenheim Investments

(Exact name of registrant as specified in its charter)

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New York
(State or other jurisdiction
of incorporation)

001-32907
(Commission
File Number)

20-4686336
(IRS Employer
Identification No.)

805 King Farm Boulevard, Suite 600

Rockville, Maryland
(Address of principal executive offices)

20850
(Zip Code)

Registrant's telephone number, including area code: (301) 296-5100

Not Applicable

(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 8.01 Other Events.

Effective as of March 30, 2012, Rydex Specialized Products LLC, d/b/a Rydex Investments, sponsor of the CurrencyShares® Swiss Franc Trust (the Trust), will change its name to Guggenheim Specialized Products, LLC, d/b/a Guggenheim Investments. A copy of the press release issued by Guggenheim Investments announcing the name change is attached hereto as Exhibit 99.1 and incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits.

The following is filed as an Exhibit to this Report:

99.1 Press Release dated as of March 30, 2012

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.

CURRENCYSHARES® SWISS FRANC TRUST

By: Guggenheim Specialized Products, LLC
Sponsor of the CurrencyShares®
Swiss Franc Trust

March 30, 2012

By: /s/ Nikolaos Bonos
Nikolaos Bonos
Chief Executive Officer