

October 8, 2010

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Sec File No. 9-

SECURITIES AND EXCHANGE COMMISSION

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DIVISION OF TRADING & MARKETS

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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 19b-4(e)

091-10579  
OMB APPROVAL

OMB Number: 3235-0504  
Expires: July 31, 2004  
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Information Required of a Self-Regulatory Organization Listing and Trading a New  
Derivative Securities Product Pursuant to Rule 19b-4(e) Under the Securities Exchange Act of 1934

READ ALL INSTRUCTIONS PRIOR TO COMPLETING FORM

Part I

Initial Listing Report



10065183

1. Name of Self-Regulatory Organization Listing New Derivative Securities Product:  
**NASDAQ OMX PHLX, Inc. (traded pursuant to unlisted trading privileges)**

2. Type of Issuer of New Derivative Securities Product (e.g., clearinghouse, broker-dealer, corporation, etc.):  
**Open End Management Investment Company**

3. Class of New Derivative Securities Product:  
**Index Fund Shares**

4. Name of Underlying Instrument:  
**Dow Jones U.S. Technology Index**

5. If Underlying Instrument is an Index, State Whether it is Broad-Based or Narrow-Based:  
**Narrow-based**

6. Ticker Symbol(s) of New Derivative Securities Product:  
**ROM**

7. Market or Markets Upon Which Securities Comprising Underlying Instrument Trades:  
**Listed on: NYSE Amex, NASDAQ, NYSE**

8. Settlement Methodology of New Derivative Securities Product:  
**Regular way trades settle on T + 3 (cash settled)**

9. Position Limits of New Derivative Securities Product (if applicable):  
**N/A**

Part II

Execution

The undersigned represents that the governing body of the above-referenced Self-Regulatory Organization has duly approved, or has duly delegated its approval to the undersigned for, the listing and trading of the above-referenced new derivative securities product according to its relevant trading rules, procedures, surveillance programs and listing standards.

Name of Official Responsible for Form:  
**Colleen Steele**

Title:  
**Assistant Corporate Secretary**

Telephone Number:  
**301-978-8736**

Manual Signature of Official Responsible for Form:

Date: **October 8, 2010**

Act	Securities Exchange Act of 1934
Section	19b-4
Rule	19b-4(e)
Public	
Availability:	OCT 13 2010