

October 8, 2010

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

FORM 19b-4(e)

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



10066006

Part I Initial Listing Report

- Name of Self-Regulatory Organization Listing New Derivative Securities Product:  
**NASDAQ OMX PHLX, Inc. (traded pursuant to unlisted trading privileges)**
- Type of Issuer of New Derivative Securities Product (e.g., clearinghouse, broker-dealer, corporation, etc.):  
**Open End Management Investment Company**
- Class of New Derivative Securities Product:  
**Exchange Traded Fund**
- Name of Underlying Instrument:  
**Dow Jones Emerging Markets Titans Composite Index**
- If Underlying Instrument is an Index, State Whether it is Broad-Based or Narrow-Based:  
**Broad-based**
- Ticker Symbol(s) of New Derivative Securities Product:  
**EEG**
- Market or Markets Upon Which Securities Comprising Underlying Instrument Trades:  
**Listed on: Bangkok, Bogota, Hong Kong, Indonesia, Istanbul, Singapore, Mexico, Ntl Stk Exc of India, RTS, Santiago, Sao Paulo, Johannesburg**
- Settlement Methodology of New Derivative Securities Product:  
**Regular way trades settle on T + 3 (cash settled)**
- 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:<br><b>Joan Conley</b> | <b>Act</b> Securities Exchange Act of 1934 |
| Title:<br><b>Secretary</b>                                   | <b>Section</b> 19b-4                       |
|  | <b>Rule</b> 19b-4(e)                       |
| Telephone Number:<br><b>301 978-8735</b>                     | <b>Public</b> OCT 13 2010                  |
|  | <b>Availability:</b>                       |

Manual Signature of Official Responsible for Form:

Date: **October 8, 2010**