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2010 SEP 15 AM 10:47
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SEC / TM

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



11030042

Part I

Initial Listing Report

- Name of Self-Regulatory Organization Listing New Derivative Securities Product:
BATS Exchange, Inc.
- Type of Issuer of New Derivative Securities Product (e.g., clearinghouse, broker-dealer, corporation, etc.):
See attached.
- Class of New Derivative Securities Product:
See attached.
- Name of Underlying Instrument:
See attached.
- If Underlying Instrument is an Index, State Whether it is Broad-Based or Narrow-Based:
See attached.
- Ticker Symbol(s) of New Derivative Securities Product:
See attached.
- Market or Markets Upon Which Securities Comprising Underlying Instrument Trades:
See attached.
- Settlement Methodology of New Derivative Securities Product:
Trades locked in at Exchange and settled at NSCC.
- Position Limits of New Derivative Securities Product (if applicable):
Not applicable.

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: Anders Franzon

Title: VP, Associate General Counsel

Telephone Number: (913) 815-7154

Manual Signature of Official Responsible for Form:

Date: September 13, 2010

Act	Securities Exchange Act of 1934
Section	19b-4
Rule	19b-4(e)
Public	
Availability:	SEP 15 2010

ATTACHMENT TO FORM 19b-4(e)
 FOR NEW DERIVATIVE SECURITIES PRODUCTS ("NDSPs") TRADED ON BATS EXCHANGE, INC.
 PURSUANT TO UNLISTED TRADING PRIVILEGES COMMENCING ON SEPTEMBER 9, 2010

<u>(6) Ticker Symbol</u>	<u>(2) Type of Issuer of NDSP</u>	<u>(3) Class of NDSP</u>	<u>(4) Name of Underlying Instrument</u>	<u>(7) Market(s) upon Which Securities Comprising Underlying Instrument Trades</u>	<u>(5) Broad or Narrow</u>
VOO	Trust	Investment Company Units	Standard & Poor's 500 Index	Various U.S. Markets	Broad
IVOG	Trust	Investment Company Units	S&P MidCap 400 Growth Index	Various U.S. Markets	Broad
IVOO	Trust	Investment Company Units	S&P MidCap 400 Index	Various U.S. Markets	Broad
IVOV	Trust	Investment Company Units	S&P MidCap 400 Value Index	Various U.S. Markets	Broad
VIOG	Trust	Investment Company Units	S&P SmallCap 600 Growth Index	Various U.S. Markets	Broad
VIOO	Trust	Investment Company Units	S&P SmallCap 600 Index	Various U.S. Markets	Broad
VIOV	Trust	Investment Company Units	S&P SmallCap 600 Value Index	Various U.S. Markets	Broad
VOOG	Trust	Investment Company Units	S&P 500 Growth Index	Various U.S. Markets	Broad
VOOV	Trust	Investment Company Units	S&P 500 Value Index	Various U.S. Markets	Broad



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September 13, 2010

Ms. Gail Jackson
Mail Stop 6628
Securities and Exchange Commission
100 F Street, N.E.
Washington, DC 20549

RE: Form 19b-4(e) – BATS Exchange, Inc.

Ms. Jackson,

On behalf of BATS Exchange, Inc., enclosed please find an executed Form 19b-4(e) and 9 copies. The enclosed Form 19b-4(e) contains information regarding nine (9) derivative securities products that commenced trading on BATS Exchange on September 9, 2010. Please contact me or Tami Schademann (913.815.7113) if you have any questions in connection with this matter.

Sincerely,

Anders Franzon
VP, Associate General Counsel
913.815.7154

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