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**SECURITIES AND EXCHANGE COMMISSION  
RECEIVED**

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

OCT 13 2010

**FORM 19b-4(e)**

**DIVISION OF TRADING & MARKETS**  
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**



**11030588**

- 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:  
**Index Fund Shares**
- Name of Underlying Instrument:  
**Dow Jones U.S. Real Estate Index**
- If Underlying Instrument is an Index, State Whether it is Broad-Based or Narrow-Based:  
**Narrow-based**
- Ticker Symbol(s) of New Derivative Securities Product:  
**URE**
- Market or Markets Upon Which Securities Comprising Underlying Instrument Trades:  
**Listed on: NYSE Amex, NASDAQ, NYSE**
- 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:  
**Colleen Steele**

Title:  
**Assistant Corporate Secretary**

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

Manual Signature of Official Responsible for Form:

Date: **October 8, 2010**

|               |  |
|---------------|--|
| Act           | <b>Securities Exchange Act of 1934</b> |
| Section       | <b>19b-4</b>                           |
| Rule          | <b>19b-4(e) 3-2010</b>                 |
| Public        |  |
| Availability: |  |