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

OMB APPROVAL  
OMB Number: 3235-0504  
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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



Part I

Initial Listing Report

- 1. Name of Self-Regulatory Organization Listing New Derivative Securities Product:  
**NASDAQ OMX BX, 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:  
**Exchange Traded Fund**
- 4. Name of Underlying Instrument:  
**Dow Jones Emerging Markets Consumer Services Titans 30 Index**
- 5. If Underlying Instrument is an Index, State Whether it is Broad-Based or Narrow-Based:  
**Broad-based**
- 6. Ticker Symbol(s) of New Derivative Securities Product:  
**VGEM**
- 7. Market or Markets Upon Which Securities Comprising Underlying Instrument Trades:  
**Listed on: Hong Kong, Indonesia, Istanbul Stock Exchange, Johannesburg Stock Exchange, Mexican Stock Exchange, NASDAQ Stock Market LLC, NYSE, RTS, Santiago Stock Exchange, Thailand**
- 8. Position Limits of New Derivative Securities Product (if applicable):  
**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:  
**Joan Conley**  
Title:  
**Secretary**  
Telephone Number:  
**301-978-8735**

Act	Securities Exchange Act of 1934
Section	19b-4
Rule	19b-4(e)
Public	JUL 14 2011
Availability:	

Manual Signature of Official Responsible for Form:

Date: **July 01, 2011**