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

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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 (egg., 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:

NASDAQ BulletShares USD Corporate Bond 2021 Index
5. If Underlying Instrument is an Index, State Whether it is Broad-Based or Narrow-Based:

Broad-based
6. Ticker Symbols) of New Derivative Securities Product:

BSCL
7. Market or Markets Upon Which Securities Comprising Underlying Instrument Trades:

Listed on: NYSE, OTC
8. Position Limits of New Derivative Securities Product (if applicable):

Regular way trades settle on $\mathbf{T}+3$ (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
Manual Signature of Official Responsible for Form:
Date: July 18, 2013
SEC 2449 (6-01)


