For Internal Use Only Submit 1 Original OMB Approval No.: Sec File No. 91 - 12-11-11 and 9 Copies SEC Expires: Estimated average burden hours per response 12.00 2014 MAR 31 PM 12: 19 UNITED STATES Section SECURITIES AND EXCHANGE COMMISSION MAR 3 1 2014 Washington, D.C. 20549 SEC / HR FORM 19b-4(e) Information Required of a Self-Regulatory Organization Listing and Trading a New Washington DC Derivative Securities Product Pursuant to Rule 19b-4(e) Under the Securities Exchange Act of 1934404 READ ALL INSTRUCTIONS PRIOR TO COMPLETING FORM **Initial Listing Report** 1. Name of Self-Regulatory Organization Listing New Derivative Securities Product: NYSE Arca, Inc. 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: Investment Company Units 4. Name of Underlying Instrument: S-Network Emerging Sector Dividend Dogs 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: EDOG 7. Market or Markets Upon Which Securities Comprising Underlying Instrument Trades: NYSE, Sao Paolo, Santiago, Hong Kong, Bogota, Prague, Cairo, Indonesia Stock Exchange, Casablanca, Mexico City, Kuala Lumpur, Manila, Warsaw, Micex, Bangkok, Istanbul, and Johannesburg 8. Settlement Methodology of New Derivative Securities Product: Regular way trades settle on T+3/Book entry only held in DTC. 9. Position Limits of New Derivative Securities Product (if applicable): Not applicable. 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: Sudhir Bhattacharyya Title:

Act

Section

Public

Availability

Securities Exchange Act of 1934

MAR 3 1 2014

March 28, 2014 SEC 2449 (1/99)

Vice President

212) 656-2920

Telephone Number:

Manual Signature of Official Responsible for Form:

Sudhir Bhattacharyya Vice President



RECEIVED

2014 M.R. 31 PH 12: 19

SEC / MR

NYSE Arca, Inc. 20 Broad Street New York, NY 10005

tel: 212.656.2920 sbhattacharyya@nyx.com

SEC
Mail Processing
Section
MAR 3 1 2014
Washington DC
404

Via Overnight Mail

March 28, 2014

Ms. Gail Jackson
US Securities and Exchange Commission
Division of Trading and Markets
Station Place – Building I
100 F Street, N.E. – Room 6628
Washington, DC 20549

Re: ALPS EMERGING SECTOR DIVIDEND DOGS ETF

Dear Ms. Jackson:

Enclosed for filing pursuant to Section 19(b) of the Securities Exchange Act of 1934 and Rule 19b-4 thereunder, please find an original and nine copies of Form 19b-4(e) with respect to the securities listed below.

ALPS Emerging Sector Dividend Dogs ETF

If you have any questions, please do not hesitate to call me at (212) 656-2039.

Sincerely,

Enclosures

Section 195-4
Section 195-4
Section 195-4
Section 195-4
NAR 3 1 2014

EDOG