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UNITED STATES Washington DC SECURITIES AND EXCHANGE COMMISSION 404 Washington, D.C. 20549

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
Name of Self-Regulatory Organization Listing New Derivative Securities Product: NASDAQ OMX BX, 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
3. Class of New Derivative Securities Product: Exchange Traded Fund
4. Name of Underlying Instrument: NASDAQ BulletShares USD Corporate Bond 2023 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:
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 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: September 18, 2014 Section 195-4
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