

091-18072

For Internal Use Only	Submit 1 Original	OMB Approval No.:
Sec File No. 91 -	and 9 Copies	Expires:
RECEIVED		Estimated average burden hours per response: 2.00
2014 NOV 17 PM 4: SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 FORM 19b-4(e)		Mail Processing Section NOV 17 2014
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		Washington DC 404

Part I 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:
ISE Cyber Security Index

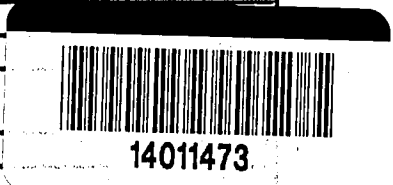
5. If Underlying Instrument is an Index, State Whether it is Broad-Based or Narrow-Based:
Narrow-Based

6. Ticker Symbol(s) of New Derivative Securities Product:
HACK

7. Market or Markets Upon Which Securities Comprising Underlying Instrument Trades:
NYSE, Toronto, Korea, NASDAQ, Warsaw, OMX Nordic Helsinki, Euronext Amsterdam, Tokyo, NYSE MKT

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.



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:
Sudhir Bhattacharyya

Title:
Vice President

Telephone Number:
(212) 656-2920

Manual Signature of Official Responsible for Form:

Act	Securities Exchange Act of 1934
Section	19b-4
Public Availability:	NOV 17 2014

November 14, 2014

SEC 2449 (1/99)

Sudhir Bhattacharyya
Vice President



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Via Overnight Mail

November 14, 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: 19b-4(e) – PureFunds ISE Cyber Security 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.

PureFunds ISE Cyber Security ETF (HACK)

If you have any questions, please do not hesitate to call me at (212) 656-2920.

Sincerely,

Enclosures

Act	Securities Exchange Act of 1934
File No.	
Public Availability	NOV 17 2014