

FIFTH THIRD BANCORP
Form SC 13G/A
February 17, 2011

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

SCHEDULE 13G

**Under the Securities Exchange Act of 1934
(Amendment No. 1)***

iShares S&P Global Consumer Discretionary Fund

(Name of Issuer)

Common Stock

(Title of Class of Securities)

464288745

(CUSIP Number)

December 31, 2010

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 (Act) or otherwise subject to the liabilities of that section of the Act, but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP No.

13G

Page 2 of 6 Pages

NAMES OF REPORTING PERSONS

1

I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

Fifth Third Bancorp 31-0854434

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

2

(a)

(b)

SEC USE ONLY

3

CITIZENSHIP OR PLACE OF ORGANIZATION

4

Ohio

SOLE VOTING POWER

5

NUMBER OF

146,996

SHARES

SHARED VOTING POWER

BENEFICIALLY 6

OWNED BY

2,823

EACH
REPORTING

7

SOLE DISPOSITIVE POWER

PERSON

138,664

WITH

8

SHARED DISPOSITIVE POWER

11,385

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

9

149,819

10 CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

b

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

6.51%

12 TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

HC

Item 1.

(a) Name of Issuer:

iShares S&P Global Consumer Discretionary Fund

(b) Address of Issuer's Principal Executive Offices:

Black Rock Fund Advisors
400 Howard St.
San Francisco, CA 94105

Item 2.

(a) Name of Person Filing:

Fifth Third Bancorp

(b) Address of Principal Business Office, or if None, Residence:

Fifth Third Center, Cincinnati, Ohio 45263

(c) Citizenship:

Ohio

(d) Title of Class of Securities:

Mutual Fund Holdings

(e) CUSIP Number:

464288745

Item 3. If this statement is filed pursuant to Rule 13d-1(b), or 13d-2(b) or (c), check whether the person filing is a:

- (a) Broker or dealer registered under Section 15 of the Act (15 U.S.C. 78o);
- (b) Bank as defined in Section 3(a)(6) of the Act (15 U.S.C. 78c);
- (c) Insurance company as defined in Section 3(a)(19) of the Act (15 U.S.C. 78c);
- (d) Investment company registered under Section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8);
- (e) An investment adviser in accordance with Rule 13d-1(b)(1)(ii)(E);

Edgar Filing: FIFTH THIRD BANCORP - Form SC 13G/A

- (f) o An employee benefit plan or endowment fund in accordance with Rule 13d-1(b)(1)(ii)(F);
 - (g) p A parent holding company or control person in accordance with Rule 13d-1(b)(1)(ii)(G);
 - (h) o A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
 - (i) o A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3); or
 - (j) o Group, in accordance with Rule 13d-1(b)(1)(ii)(J).
-

Item 4. Ownership.

a. Amount beneficially owned:	149,819
b. Percent of class	6.51%
c. Number of shares as to which such person has:	
i. Sole power to vote or to direct the vote:	146,996
ii. Shared power to vote or to direct the vote:	2,823
iii. Sole power to dispose or to direct the disposition of:	138,664
iv. Shared power to dispose or to direct the disposition of:	11,385

Item 5. Ownership of Five Percent or Less of a Class.

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following: o

Item 6. Ownership of More than Five Percent on Behalf of Another Person.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company.

Subsidiary

Fifth Third Bank an Ohio Banking Corporation

Item 3 Classification

Bank

Item 8. Identification and Classification of Members of the Group.
Not applicable.

Item 9. Notice of Dissolution of Group.
Not applicable.

Item 10. Certifications.
Not applicable.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 17, 2011

FIFTH THIRD BANCORP

/s/ Richard W. Holmes, Jr.

By: Richard W. Holmes Jr.

Title: Counsel