

Report Prepared On: 11/01/12

Structured Product Details

Name Buffered PLUS based on the S&P 500 Index

Issue Size \$12.95 million
Issue Price \$10
Term 24 Months
Annualized Coupon 0.00%

Pricing Date August 25, 2010
Issue Date August 30, 2010
Valuation Date August 24, 2012
Maturity Date August 29, 2012

Issuer JPMorgan
CDS Rate 74.5 bps
Swap Rate 0.70%

Reference Asset the S&P 500 Index

Initial Level 1,055.33
Dividend Rate 2.09%
Implied Volatility 27.96%
Delta¹ 0.54

Fair Price at Issue \$9.36
Realized Return 10.91%

CUSIP 46634E155
SEC Link www.sec.gov/Archives/edgar/data/19617/000089109210003651/c39901_424b2.htm

Related Research

Research Papers:

www.slcg.com/research.php

- "Are Structured Products Suitable for Retail Investors?" December 2006.
- "Structured Products in the Aftermath of Lehman Brothers," November 2009.
- "What TiVo and JP Morgan Teach Us about Reverse Convertibles," June 2010.

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Buffered PLUS based on the S&P 500 Index

Description

JPMorgan issued \$12.95 million of Buffered PLUS based on the S&P 500 Index on August 30, 2010 at \$10 per note.

These notes are JPMorgan-branded Buffered PLUS securities that do not pay periodic coupons, but instead pay a single amount at maturity depending on the final level of the S&P 500 Index.

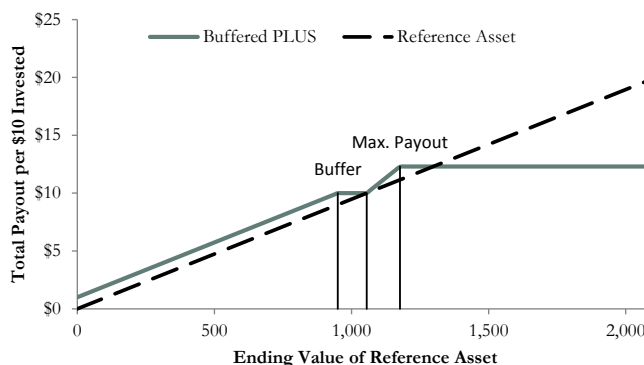
If on August 24, 2012 the S&P 500 Index level is higher than 1,055.33, but lower than 1,176.69, the notes pay a return equal to the percentage increase in the S&P 500 Index multiplied by 2.0, up to a cap of 23.00%. If on August 24, 2012 the refe is below 1,055.33 but not below 949.8, investors receive \$10 face value per note. If the S&P 500 Index level on August 24, 2012 is lower than 949.8, investors receive face value per note reduced by the amount the reference asset is below 949.8 as a percent of the initial level, 1,055.33.

Valuation

This product can be valued as a combination of a note from JPMorgan, one short out-of-the-money put option, two long at-the-money call options, and two short out-of-the-money call options. For reasonable valuation inputs this note was worth \$9.36 when it was issued on August 30, 2010 because the value of the options investors gave JPMorgan plus the interest investors would have received on JPMorgan's straight debt was worth \$0.64 more than the options investors received from JPMorgan.

There is no active secondary market for most structured products. Structured products, including this note, therefore are much less liquid than simple stocks, bonds, notes and mutual funds. Investors are likely to receive less than the structured product's estimated market value if they try to sell the structured product prior to maturity. Our valuations do not incorporate this relative lack of liquidity and therefore should be considered an upper bound on the value of the structured product.

Payoff Curve at Maturity

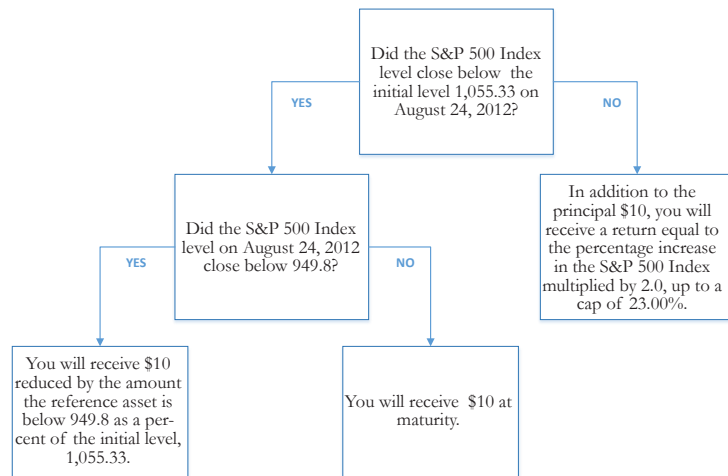


The payoff diagram shows the final payoff of this note given the S&P 500 Index level (horizontal axis). For comparison, the dashed line shows the payoff if you invested in the S&P 500 Index directly.

Principal Payback Table

The S&P 500 Index	Note Payoff
0.00	\$1.00
105.53	\$2.00
211.07	\$3.00
316.60	\$4.00
422.13	\$5.00
527.67	\$6.00
633.20	\$7.00
738.73	\$8.00
844.26	\$9.00
949.80	\$10.00
1,055.33	\$10.00
1,160.86	\$12.00
1,266.40	\$12.30
1,371.93	\$12.30
1,477.46	\$12.30
1,583.00	\$12.30

Maturity Payoff Diagram

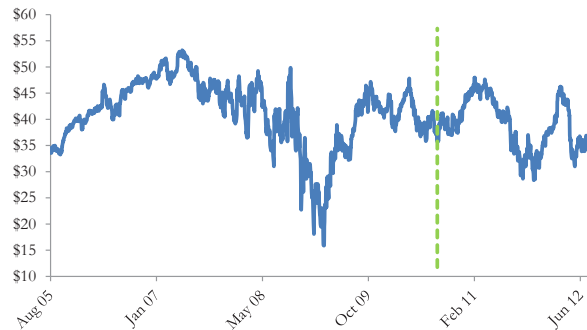


The contingent payoffs of this Buffered PLUS.

Analysis

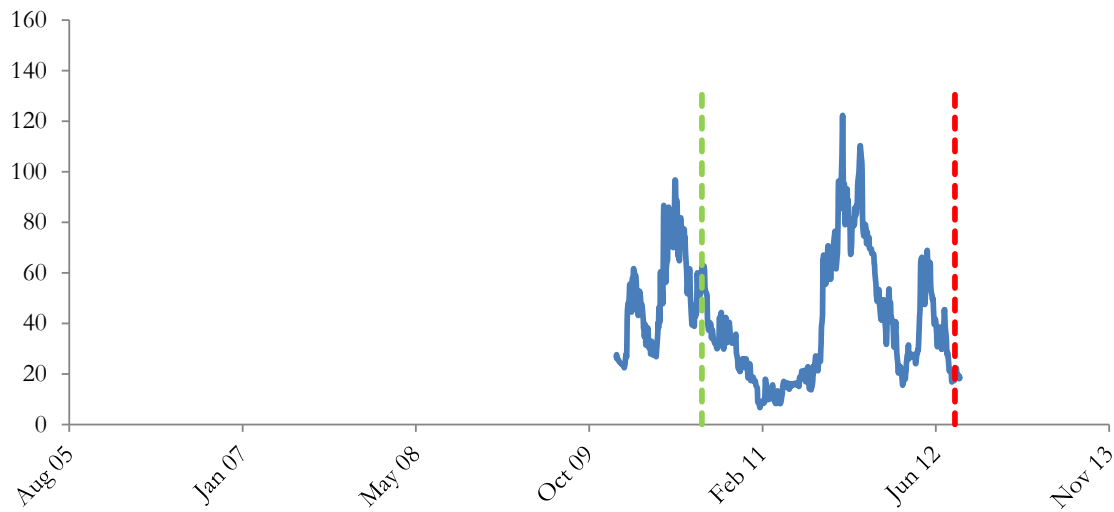
This Buffered PLUS pays investors the increase in the S&P 500 Index multiplied by 2.0 capped at 23.00%, but if the S&P 500 Index declines over the term of the note, investors will suffer losses equal to the percentage decline in the S&P 500 Index. In addition, investors bear the credit risk of JPMorgan. Investors purchasing this Buffered PLUS effectively sell at-the-money put and out-of-the-money call options to JPMorgan, buy at-the-money call options, and a zero-coupon note from JPMorgan. This Buffered PLUS is fairly priced if and only if the market value of the options investors received from JPMorgan equals the market value of the options investors gave JPMorgan plus the interest investors would have received on JPMorgan's straight debt.

JPMorgan's Stock Price



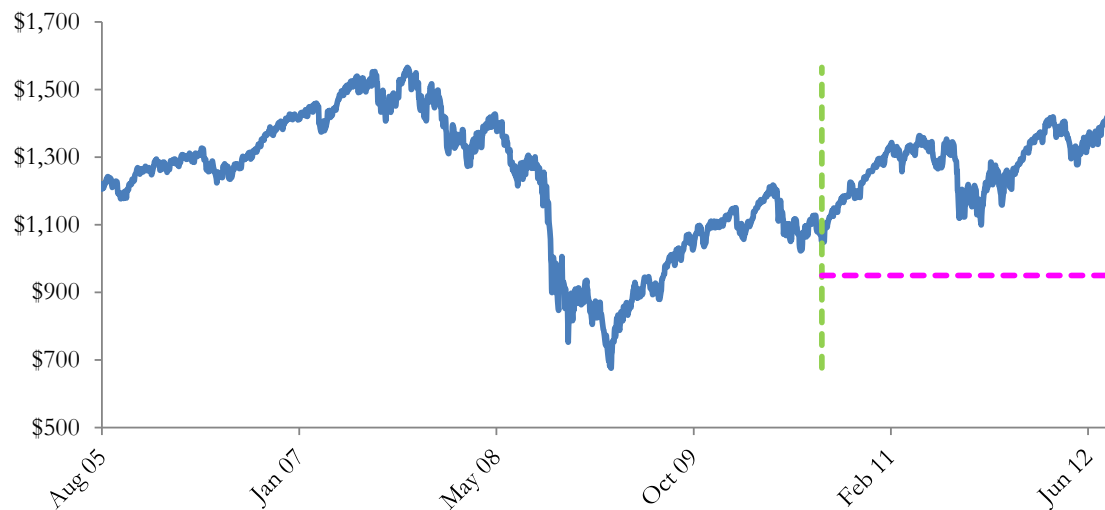
The graph above shows the adjusted closing price of the issuer JPMorgan for the past several years. The stock price of the issuer is an indication of the financial strength of JPMorgan. The adjusted price shown above incorporates any stock split, reverse stock split, etc.

JPMorgan's CDS Rate



Credit default swap (CDS) rates are the market price that investors require to bear credit risk of an issuer such as JPMorgan. CDS rates are usually given in basis points (bps). One basis point equals 0.01%. Higher CDS rates reflect higher perceived credit risk, higher required yields, and therefore lower market value of JPMorgan's debt, including outstanding Buffered PLUS. Fluctuations in JPMorgan's CDS rate impact the market value of the notes in the secondary market.

The S&P 500 Index Level

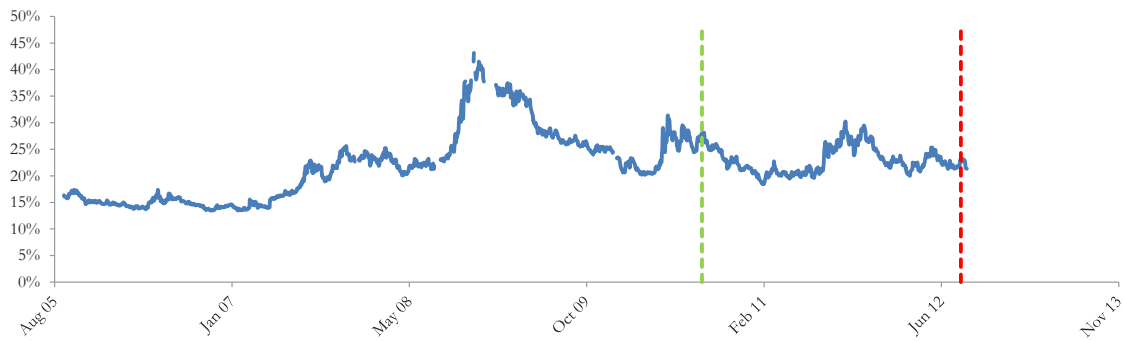


The graph above shows the historical levels of the S&P 500 Index for the past several years. The final payoff of this note is determined by the S&P 500 Index level at maturity. Higher fluctuations in the S&P 500 Index level correspond to a greater uncertainty in the final payout of this Buffered PLUS.

Realized Payoff

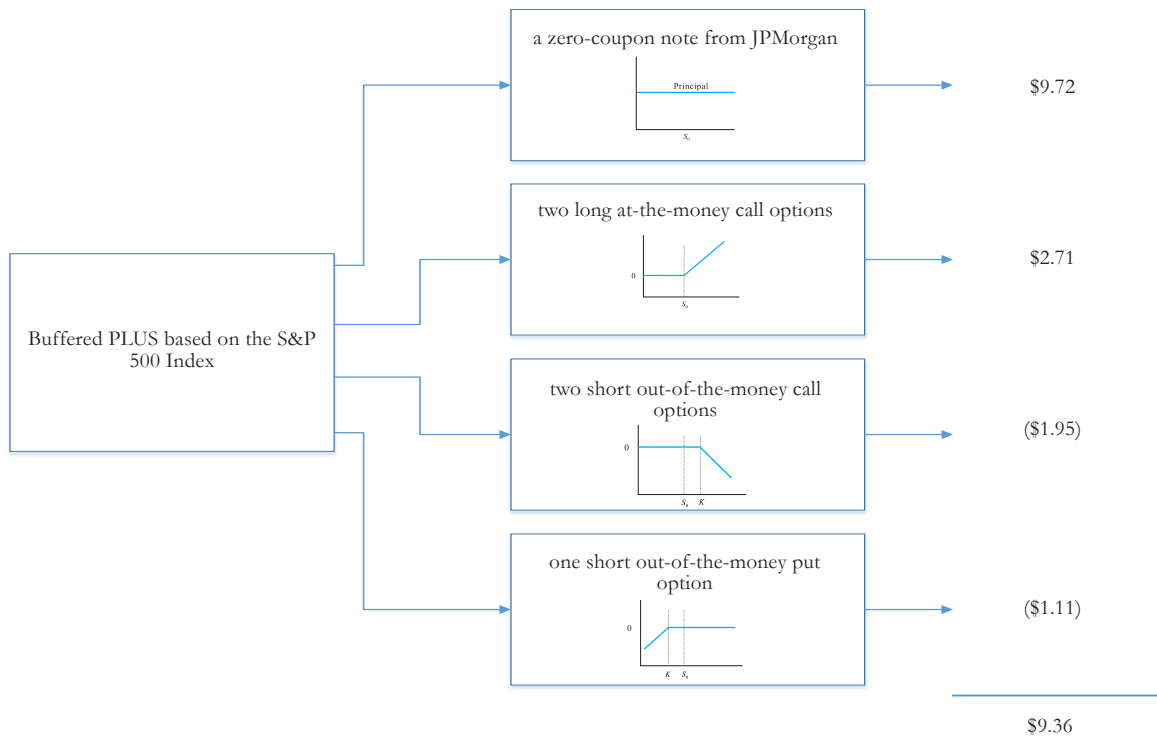
This note matured on August 29, 2012 and investors received \$12.30 per note.

Reference Asset The S&P 500 Index's Implied Volatility



The annualized implied volatility of the S&P 500 Index on August 25, 2010 was 27.96%, meaning that options contracts on the S&P 500 Index were trading at prices that reflect an expected annual volatility of 27.96%. The higher the implied volatility, the larger the expected fluctuations of the S&P 500 Index level and of the Note's market value during the life of the Notes.

Decomposition of this Buffered PLUS



This note can be decomposed into different components, and each component can be valued separately. The chart above shows the value of each component of this Buffered PLUS.

1. Delta measures the sensitivity of the price of the note to the S&P 500 Index level on August 25, 2010.
2. CDS rates can be considered a measure of the probability that an issuer will default over a certain period of time and the likely loss given a default. The lower the CDS rate, the lower the default probability. CDS rate is given in basis points (1 basis point equals 0.01%), and is considered as a market premium, on top of the risk-free rate, that investors require to insure against a potential default.
3. Fair price evaluation is based on the Black-Scholes model of the S&P 500 Index on August 25, 2010.
4. Calculated payout at maturity is only an approximation, and may differ from actual payouts at maturity.
5. Our evaluation does not include any transaction fees, broker commissions, or liquidity discounts on the notes.