424B2 1 e50459_424b2.htm PRICING SUPPLEMENT NO. 781

CALCULATION OF REGISTRATION FEE

Title of Each Class of Securities Offered	***Maximum Aggregate Offering Price***
Notes	*$13,000,000*

Pricing supplement no. 781
To prospectus dated November 14, 2011,
prospectus supplement dated November 14, 2011 and
product supplement no. 1-I dated November 14, 2011

Registr

JPMORGAN CHASE & CO.

Structured Investments

JPMorgan Chase & Co.
$13,000,000
Callable Step-Up Fixed Rate Notes due October 31, 2032

General

- Unsecured and unsubordinated obligations of JPMorgan Chase & Co. maturing October 31, 2032, subject to postponemer
- Interest on the notes will be payable semiannually on each Interest Payment Date in arrears at a rate per annum equal to (year, an interest rate equal to 3.00% per annum, (b) for the eleventh year to the twelfth year, an interest rate equal to 4.00 year to the fourteenth year, an interest rate equal to 4.50% per annum, (d) for the fifteenth year to the sixteenth year, an ir annum, (e) for the seventeenth year to the eighteenth year, an interest rate equal to 6.50% per annum, and (f) for the ninet an interest rate equal to 7.750% per annum. **Any payment on the notes is subject to the credit risk of JPMorgan Cha**
- Unless general interest rates rise significantly, you should not expect to earn the highest scheduled Interest Rate below be called prior to maturity if interest rates remain the same or fall during the term of notes. Additionally, the interest rate on th significantly until later of the term of the notes. See “Selected Risk Considerations” in this pricing supplement.
- These notes, which have a relatively long term, may be more risky than notes with a shorter term. See “Selected Risk Cor supplement.
- Minimum denominations of $1,000 and integral multiples thereof.
- At our option, we may redeem the notes, in whole but not in part, on any of the Redemption Dates specified below.
- The notes priced on October 24, 2012 and are expected to settle on or about October 31, 2012.

Key Terms

Pricing Date:	October 24, 2012
Issue Date:	October 31, 2012, *provided*, *however*, that if such day is not a business day, the bus the Issue Date.
Maturity Date:	October 31, 2032, *provided*, *however*, that if such day is not a business day, the bus the Maturity Date.
Payment at Maturity:	If we have not elected to redeem the notes prior to maturity, at maturity you will rece $1,000 principal amount note of $1,000 *plus* any accrued and unpaid interest.

Payment upon Redemption:	At our option, we may redeem the notes, in whole but not in part, on the last calenda year (each such date, a "Redemption Date"), commencing October 31, 2022. If the r receive on the applicable Redemption Date a cash payment equal to $1,000 for each *plus* any accrued and unpaid interest. Such amounts will be paid to the person who is notes at the close of business on the business day immediately preceding (a) the Re date in which payment is to be made (as described below). We will provide notice of days prior to the applicable Redemption Date. If a Redemption Date is not a busines the business day immediately preceding the Redemption Date.
Interest:	With respect to each Interest Period, for each $1,000 principal amount note, the inte follows: $1,000 × Interest Rate × (180 / 360) Notwithstanding anything to the contrary in the product supplement, any accrued and person who is the holder of record of such notes at the close of business on the busi the applicable Interest Payment Date.

Interest Rate:

From (and including)	To (but excluding)	Inte
October 31, 2012	October 31, 2022	3.00
October 31, 2022	October 31, 2024	4.00
October 31, 2024	October 31, 2026	4.50
October 31, 2026	October 31, 2028	5.50
October 31, 2028	October 31, 2030	6.50
October 31, 2030	October 31, 2032	7.75

The dates above refer to originally scheduled Interest Payment Dates and dates on w adjusted as described below.

Interest Period:	The period beginning on and including the issue date and ending on but excluding the each successive period beginning on and including an Interest Payment Date and end succeeding Interest Payment Date or, if the notes have been redeemed prior to such Payment Date, ending on but excluding the applicable Redemption Date.
Interest Payment Date:	Interest on the notes will be payable semiannually in arrears on the last calendar day (each such date, an "Interest Payment Date"), commencing April 30, 2013, to and inc corresponding to the Maturity Date, or, if the notes have been redeemed, the applica Interest Payment Date is not a business day, payment will be made on the business d Interest Payment Date. See "Selected Purchase Considerations — Semiannual Intere supplement for more information.
CUSIP:	48126DBX6

Investing in the notes involves a number of risks. See "Risk Factors" beginning on page PS-13 of the accompanying "Selected Risk Considerations" beginning on page PS-1 of this pricing supplement.

Neither the U.S. Securities and Exchange Commission nor any state securities commission has approved or disapproved of the accuracy or the adequacy of this pricing supplement, the accompanying product supplement no. 1-I or the accompanying prosp

Any representation to the contrary is a criminal offense.

	Price to Public (1)	Fees and Commissions (2)	Pr
Per note	**$1,000**	**$ 41.69**	**$ 9**
Total	**$13,000,000**	**$ 541,970**	**$ 1**

(1) The price to the public includes the estimated cost of hedging our obligations under the notes through one or more of our af

(2) J.P. Morgan Securities LLC, which we refer to as JPMS, acting as agent for JPMorgan Chase & Co., will receive a commis amount note and will use a portion of that commission to allow selling concessions to other affiliated or unaffiliated dealers of $ note. This commission will include the projected profits that our affiliates expect to realize, some of which will be allowed to oth assuming risks inherent in hedging our obligations under the notes. The concessions of $24.46 include concessions to be allowe concessions to be allowed to any arranging dealer. See "Plan of Distribution (Conflicts of Interest)" beginning on page PS-42 of supplement no. 1-I.

The notes are not bank deposits and are not insured or guaranteed by the Federal Deposit Insurance Corporation or any othe they obligations of, or guaranteed by, a bank.

J.P.Morgan

October 24, 2012

Additional Terms Specific to the Notes

You should read this pricing supplement together with the prospectus dated November 14, 2011, as supplemented by the prosp November 14, 2011 relating to our Series E medium-term notes of which these notes are a part, and the more detailed informa supplement no. 1-I dated November 14, 2011. **This pricing supplement, together with the documents listed below, contai supplements the term sheet related hereto dated October 16, 2012 and supersedes all other prior or contemporaneou any other written materials including preliminary or indicative pricing terms, correspondence, trade ideas, structures structures, fact sheets, brochures or other educational materials of ours.** You should carefully consider, among other thin "Risk Factors" in the accompanying product supplement no. 1-I, as the notes involve risks not associated with conventional deb consult your investment, legal, tax, accounting and other advisers before you invest in the notes.

You may access these documents on the SEC website at www.sec.gov as follows (or if such address has changed, by reviewi on the SEC website):

- Product supplement no. 1-I dated November 14, 2011: http://www.sec.gov/Archives/edgar/data/19617/000089109211007588/e46195_424b2.pdf
- Prospectus supplement dated November 14, 2011: http://www.sec.gov/Archives/edgar/data/19617/000089109211007578/e46180_424b2.pdf
- Prospectus dated November 14, 2011: http://www.sec.gov/Archives/edgar/data/19617/000089109211007568/e46179_424b2.pdf

Our Central Index Key, or CIK, on the SEC website is 19617. As used in this pricing supplement, the "Company," "we," "us," or Co.

Selected Purchase Considerations

- **PRESERVATION OF CAPITAL** — You will receive at least 100% of the principal amount of your notes if you hold the notes Date, if any, on which we elect to call the notes. Because the notes are our unsecured and unsubordinated obligations, pay upon early redemption is subject to our ability to pay our obligations as they become due.
- **SEMIANNUAL INTEREST PAYMENTS** — The notes offer semiannual interest payments which will accrue at a rate equal will be payable semiannual in arrears on the last calendar day of April and October of each year, commencing April 30, 20 Payment Date corresponding to the Maturity Date, or, if the notes have been redeemed, the applicable Redemption Date, close of business on the business day immediately preceding (a) the applicable Interest Payment Date or (b) if earlier, the payment is to be made (as described below). If an Interest Payment Date is not a business day, payment will be made on preceding such day.
- **POTENTIAL SEMIANNUAL REDEMPTION BY US AT OUR OPTION** — At our option, we may redeem the notes, in who calendar day of April and October of each year (each such date, a "Redemption Date"), commencing on October 31, 2022 $1,000 for each $1,000 principal amount note plus any accrued and unpaid interest on notes. Such amount will be paid to t record of such notes at the close of business on the business day immediately preceding (a) the applicable Redemption Da which payment is to be made (as described below). If a Redemption Date is not a business day, payment will be made on preceding such day.
- **TAX TREATMENT** – You should review carefully the section entitled "Material U.S. Federal Income Tax Consequences" in supplement no. 1-I. Interest paid on the notes will generally be taxable to you as ordinary interest income at the time it acc

with your method of accounting for U.S. federal income tax purposes. In general, gain or loss realized on the sale, exchang will be capital gain or loss. Prospective purchasers are urged to consult their own tax advisers regarding the U.S. federal investment in the notes. Purchasers who are not initial purchasers of notes at their issue price on the issue date should co to the tax consequences of an investment in the notes, and the potential application of special rules.

Subject to certain assumptions and representations received from us, the discussion in this section entitled "Tax Treatment the section entitled "Material U.S. Federal Income Tax Consequences" in the accompanying product supplement, constitute LLP regarding the material U.S. federal income tax treatment of owning and disposing of the notes.

Selected Risk Considerations

An investment in the notes involves significant risks. These risks are explained in more detail in the "Risk Factors" section of the supplement no. 1-I dated November 14, 2011.

- **THE NOTES ARE SUBJECT TO EARLY REDEMPTION PRIOR TO MATURITY** – The notes are subject to redemption a on the specified Redemption Dates indicated above. If the notes are redeemed prior to maturity, you will receive the princi accrued and unpaid interest to, but excluding the applicable Redemption Date. This amount will be less than you would hav called early and continued to pay interest over the full term of the notes. We may choose to redeem the notes early or cho on any Redemption Date, in our sole discretion. If we elect to redeem the notes early, your return may be less than the ret investment had the notes been held to maturity, and you may not be able to reinvest your funds at the same rate as the no the notes early, for example, if U.S. interest rates decrease significantly or if the volatility of U.S. interest rates decreases
- **THE NOTES ARE NOT ORDINARY DEBT SECURITIES; THE STEP-UP FEATURE PRESENTS DIFFERENT INVESTMI FIXED RATE NOTES** — The rate of interest paid by us on the notes will increase upward from the initial stated rate of inte callable by us, in whole but not in part, prior to maturity and, therefore, contain the call risk described above. If we do not c step-up as described on the cover of this pricing supplement. Unless general interest rates rise significantly, you should not scheduled Interest Rate set forth on the front cover because the notes are likely to be called prior to maturity if interest rat the term of your notes. When determining whether to invest in a stepped-up rate note, you should not focus on the highest is the final stepped-up rate of interest. You should instead focus on, among other things, the overall annual percentage rate compared to other equivalent investment alternatives.

- **THE INTEREST RATE OF THE CDS DOES NOT STEP UP SIGNIFICANTLY UNTIL LATER IN THE TERM OF THE NO** rates rise significantly, you should not expect to earn the highest scheduled Interest Rate set forth on the front cover becau prior to maturity if interest rates remain the same or fall during the term of your notes. Additionally, the interest rate on the significantly until later in the term of the notes. If interest rates rise faster than the incremental increases in the interest rate an interest rate that is significantly lower than the interest rates at that time and the secondary market value of the CDs ma instruments with a similar term but higher interest rates. In other words, you should only purchase the notes if you are com interest rates set forth on the front cover of this pricing supplement for the entire term of the notes.

- **CREDIT RISK OF JPMORGAN CHASE & CO. —** The notes are subject to the credit risk of JPMorgan Chase & Co., and spreads may adversely affect the market value of the notes. Investors are dependent on JPMorgan Chase & Co.'s ability t notes, and therefore investors are subject to our credit risk and to changes in the market's view of our creditworthiness. Ar increase in the credit spreads charged by the market for taking our credit risk is likely to adversely affect the value of the n payment obligations, you may not receive any amounts owed to you under the notes and you could lose your entire investm have led to heightened regulatory scrutiny, may lead to additional regulatory or legal proceedings against us and may adve credit spreads and, as a result, the market value of the notes. See "Executive Overview — Recent Developments," "Liquid Ratings," "Item 4. Controls and Procedures" and "Part II. Other Information — Item 1A. Risk Factors" in our Quarterly Rep ended June 30, 2012.

- **POTENTIAL CONFLICTS —** We and our affiliates play a variety of roles in connection with the issuance of the notes, inclu and hedging our obligations under the notes. In performing these duties, our economic interests and the economic interests affiliates of ours are potentially adverse to your interests as an investor in the notes. In addition, our business activities, inc activities for our own accounts or on behalf of customers, could cause our economic interests to be adverse to yours and c payments on the notes and the value of the notes. It is possible that hedging or trading activities of ours or our affiliates co us or our affiliates while the value of the notes declines. Please refer to "Risk Factors — Risks Relating to the Notes Gene supplement for additional information about these risks.

- **THESE NOTES MAY BE MORE RISKY THAN NOTES WITH A SHORTER TERM** — By purchasing a note with a longer fluctuations in interest rates than if you purchased a note with a shorter term. Specifically, you may be negatively affected occur. For example, if interest rates begin to rise, the market value of your notes will decline because the likelihood of us c the Interest Rate applicable to that specific Interest Period may be less than a note issued at such time. For example, if th notes at such time was 3.00% per annum, but a debt security issued in the then current market could yield an interest rate would be less valuable if you tried to sell it in the secondary market.

- **CERTAIN BUILT-IN COSTS ARE LIKELY TO ADVERSELY AFFECT THE VALUE OF THE NOTES PRIOR TO MATURIT** maturity or upon early redemption, as applicable, described in this pricing supplement is based on the full principal amount price of the notes includes the estimated cost of hedging our obligations under the notes. As a result, the price, if any, at w purchase notes from you in secondary market transactions, if at all, will likely be lower than the original issue price, and an could result in a substantial loss to you. The notes are not designed to be short-term trading instruments. Accordingly, you your notes to maturity.

- **LACK OF LIQUIDITY** — The notes will not be listed on any securities exchange. JPMS intends to offer to purchase the no not required to do so. Even if there is a secondary market, it may not provide enough liquidity to allow you to trade or sell t dealers are not likely to make a secondary market for the notes, the price at which you may be able to trade your notes is any, at which JPMS is willing to buy the notes.

- **MANY ECONOMIC AND MARKET FACTORS WILL IMPACT THE VALUE OF THE NOTES** — The notes will be affected market factors that may either offset or magnify each other, including but not limited to:

- the time to maturity of the notes;
- interest and yield rates in the market generally, as well as the volatility of those rates;
- the likelihood, or expectation, that the notes will be redeemed by us, based on prevailing market interest rates or othe
- our creditworthiness, including actual or anticipated downgrades in our credit ratings.

Supplemental Plan of Distribution

We expect that delivery of the notes will be made against payment for the notes on or about the settlement date set forth on th
supplement, which will be the fifth business day following the expected pricing date of the notes (this settlement cycle being ref
15c6-1 under the Securities Exchange Act of 1934, as amended, trades in the secondary market generally are required to settl
the parties to that trade expressly agree otherwise. Accordingly, purchasers who wish to trade notes on the pricing date or the
required to specify an alternate settlement cycle at the time of any such trade to prevent a failed settlement and should consult

Validity of the Notes

In the opinion of Sidley Austin LLP, as counsel to the Company, when the notes offered by this pricing supplement have been ex
Company and authenticated by the trustee pursuant to the indenture, and delivered against payment as contemplated herein, su
obligations of the Company, enforceable in accordance with their terms, subject to applicable bankruptcy, insolvency and simila
generally, concepts of reasonableness and equitable principles of general applicability (including, without limitation, concepts of
lack of bad faith), provided that such counsel expresses no opinion as to the effect of fraudulent conveyance, fraudulent transfe
law on the conclusions expressed above. This opinion is given as of the date hereof and is limited to the Federal laws of the Un
of New York and the General Corporation Law of the State of Delaware as in effect on the date hereof. In addition, this opinion
assumptions about the trustee's authorization, execution and delivery of the indenture and the genuineness of signatures and ce
in the letter of such counsel dated November 14, 2011, which has been filed as Exhibit 5.3 to the Company's registration staten
Securities and Exchange Commission on November 14, 2011.