424B2 1 e50739_424b2.htm PRICING SUPPLEMENT NO. 843

CALCULATION OF REGISTRATION FEE

Title of Each Class of Securities Offered	***Maximum Aggregate Offering Price***
Notes	*$3,300,000*

Pricing supplement no. 843
To prospectus dated November 14, 2011,
prospectus supplement dated November 14, 2011 and
product supplement no. 1-I dated November 14, 2011

Registr
Dated N

JPMORGAN CHASE & CO.

Structured Investments

JPMorgan Chase & Co.
$3,300,000
Callable Step-Up Fixed Rate Notes due November 15, 2027

General

- Unsecured and unsubordinated obligations of JPMorgan Chase & Co. maturing November 15, 2027, subject to postp
- Interest on the notes will be payable semiannually on each Interest Payment Date in arrears at a rate per annum equ tenth year, an interest rate equal to 3.00% per annum, (b) for the eleventh year to the twelfth year, an interest rate e the thirteenth year, an interest rate equal to 4.00% per annum, (d) for the fourteenth year, an interest rate equal to 5. fifteenth year, an interest rate equal to 6.00% per annum. **Any payment on the notes is subject to the credit risk**
- Unless general interest rates rise significantly, you should not expect to earn the highest scheduled Interest Rate belo be called prior to maturity if interest rates remain the same or fall during the term of notes. Additionally, the interest r 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 Ris 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 November 9, 2012 and are expected to settle on or about November 15, 2012.

Key Terms

Pricing Date:	November 9, 2012
Issue Date:	November 15, 2012, *provided*, *however*, if such day is not a business day, the busine Issue Date.
Maturity Date:	November 15, 2027, *provided*, *however*, if such day is not a business day, the busine 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 15th calenda each year (each such date, a "Redemption Date"), commencing November 15, 2017. will receive on the applicable Redemption Date a cash payment equal to $1,000 for e *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 Red 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 business the business day immediately following the Redemption Date. No additional interest w postponement of the Redemption Date.
Interest:	With respect to each Interest Period, for each $1,000 principal amount note, the inter 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) — Interest Rate November 15, 2012 — November 15, 2022 — 3.00% per annum November 15, 2022 — November 15, 2024 — 3.50% per annum November 15, 2024 — November 15, 2025 — 4.00% per annum November 15, 2025 — November 15, 2026 — 5.00% per annum November 15, 2026 — November 15, 2027 — 6.00% per annum 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 15th calendar day year (each such date, an “Interest Payment Date”), commencing May 15, 2013, to an Date corresponding to the Maturity Date, or, if the notes have been redeemed, the ap Interest Payment Date is not a business day, payment will be made on the business d Interest Payment Date. No additional interest will be paid with respect to a postponem Date. See “Selected Purchase Considerations — Semiannual Interest Payments” in t information.
CUSIP:	48126DKK4

Investing in the notes involves a number of risks. See “Risk Factors” beginning on page PS-13 of the accompanying p “Selected Risk Considerations” beginning on page TS-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)(2)(3)	Fees and Commissions (1)(2)	Pr
Per note	**At variable prices**	**$20.10**	**$9**
Total	**At variable prices**	**$66,330**	**$3,**

(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 $12.34 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.

(3) JPMS sold the notes in one or more negotiated transactions at varying prices determined at the time of each sale, which we prices related to such prevailing prices or at negotiated prices, provided that such prices were not less than $985.00 per $1,00 more than $1,000 per $1,000 principal amount note. See "Plan of Distribution (Conflicts of Interest)" beginning on page PS-42 o 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

November 9, 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 31, 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 Redemption Date, if any, on which we elect to call the notes. Because the notes are our Unsecured and unsubordinat amount at maturity or 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 e Rate and will be payable semiannual in arrears on the 15th calendar day of May and November of each year, comme including the Interest Payment Date corresponding to the Maturity Date, or, if the notes have been redeemed, the ap holders of record at the close of business on the business day immediately preceding (a) the applicable Interest Payr on which the interest payment is to be made (as described below). If an Interest Payment Date is not a business day business day immediately following such day. No additional interest will be paid with respect to a postponement of th
- **POTENTIAL SEMIANNUAL REDEMPTION BY US AT OUR OPTION** — At our option, we may redeem the notes, ir calendar day of May and November of each year (each such date, a "Redemption Date"), commencing on November equal to $1,000 for each $1,000 principal amount note plus any accrued and unpaid interest on notes. Such amount w holder of record of such notes at the close of business on the business day immediately preceding (a) the applicable the date on which payment is to be made (as described below). If a Redemption Date is not a business day, paymen immediately following such day. No additional interest will be paid with respect to a postponement of the Redemption
- **TAX TREATMENT** – You should review carefully the section entitled "Material U.S. Federal Income Tax Consequenc supplement no. 1-I. Except to the extent of original issue discount, if any, during the term of the notes, interest paid o

taxable to you as ordinary interest income at the time it accrues or is received in accordance with your method of acc
purposes. In addition, a U.S. Holder (as defined in the accompanying product supplement) must include original issue
ordinary interest as it accrues, generally in advance of receipt of cash attributable to such income. In general, gain or
exchange or other disposition of the notes will be capital gain or loss. Prospective purchasers are urged to consult th
U.S. federal income tax consequences of an investment in the notes. Purchasers who are not initial purchasers of no
date should consult their tax advisers with respect to the tax consequences of an investment in the notes, and the pot

Subject to certain assumptions and representations received from us, the discussion in this section entitled "Tax Treat
with the section entitled "Material U.S. Federal Income Tax Consequences" in the accompanying product supplement,
Sidley Austin 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 redemp
Issuer on the specified Redemption Dates indicated above. If the notes are redeemed prior to maturity, you will recei
notes plus accrued and unpaid interest to, but excluding the applicable Redemption Date. This amount will be less tha
notes not been called early and continued to pay interest over the full term of the notes. We may choose to redeem t
redeem the notes early on any Redemption Date, in our sole discretion. If we elect to redeem the notes early, your re
you would have earned on your investment had the notes been held to maturity, and you may not be able to reinvest y

same rate as the notes. We may choose to redeem the notes early, for example, if U.S. interest rates decrease sign interest rates decreases significantly.

- **THE NOTES ARE NOT ORDINARY DEBT SECURITIES; THE STEP-UP FEATURE PRESENTS DIFFERENT INVE THAN FIXED RATE NOTES** — The rate of interest paid by us on the notes will increase upward from the initial state notes are callable by us, in whole but not in part, prior to maturity and, therefore, contain the call risk described abov interest rate will step-up as described on the cover of this pricing supplement. Unless general interest rates rise signi earn the highest scheduled Interest Rate set forth on the front cover because the notes are likely to be called prior to the same or fall during the term of your notes. When determining whether to invest in a stepped-up rate note, you sho Interest Rate, which usually is the final stepped-up rate of interest. You should instead focus on, among other things, of interest to maturity or call as compared to other equivalent investment alternatives.
- **THE INTEREST RATE OF THE CDS DOES NOT STEP UP SIGNIFICANTLY UNTIL LATER IN THE TERM OF TH** interest rates rise significantly, you should not expect to earn the highest scheduled Interest Rate set forth on the fron likely to be called prior to maturity if interest rates remain the same or fall during the term of your notes. Additionally, not step up significantly until later in the term of the notes. If interest rates rise faster than the incremental increases i the notes may have an interest rate that is significantly lower than the interest rates at that time and the secondary m significantly lower than other instruments with a similar term but higher interest rates. In other words, you should only comfortable receiving the stated interest rates set forth on the front cover of this pricing supplement for the entire ter
- **CREDIT RISK OF JPMORGAN CHASE & CO. —** The notes are subject to the credit risk of JPMorgan Chase & Co. spreads may adversely affect the market value of the notes. Investors are dependent on JPMorgan Chase & Co.'s a notes, and therefore investors are subject to our credit risk and to changes in the market's view of our creditworthine or increase in the credit spreads charged by the market for taking our credit risk is likely to adversely affect the value on our payment obligations, you may not receive any amounts owed to you under the notes and you could lose your e affecting us have led to heightened regulatory scrutiny, may lead to additional regulatory or legal proceedings against credit ratings and credit spreads and, as a result, the market value of the notes. See "Executive Overview — Recent Management — Credit Ratings," "Item 4. Controls and Procedures" and "Part II. Other Information — Item 1A. Risk Form 10-Q for the quarter ended June 30, 2012.
- **POTENTIAL CONFLICTS —** We and our affiliates play a variety of roles in connection with the issuance of the notes agent and hedging our obligations under the notes. In performing these duties, our economic interests and the econor agent and other affiliates of ours are potentially adverse to your interests as an investor in the notes. In addition, our hedging and trading activities for our own accounts or on behalf of customers, could cause our economic interests to adversely affect any payments on the notes and the value of the notes. It is possible that hedging or trading activities result in substantial returns for us or our affiliates while the value of the notes declines. Please refer to "Risk Factors Generally" in the accompanying product 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 lo to fluctuations in interest rates than if you purchased a note with a shorter term. Specifically, you may be negatively a scenarios occur. For example, if interest rates begin to rise, the market value of your notes will decline because the li will decline and the Interest Rate applicable to that specific Interest Period may be less than a note issued at such tir Rate applicable to your notes at such time was 2.00% per annum, but a debt security issued in the then current mark 6.00% per annum, your note 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 MAT** maturity or upon early redemption, as applicable, described in this pricing supplement is based on the full principal an issue price of the notes includes the estimated cost of hedging our obligations under the notes. As a result, the price, willing to purchase notes from you in secondary market transactions, if at all, will likely be lower than the original issu maturity date could result in a substantial loss to you. The notes are not designed to be short-term trading instrument and willing to hold your notes to maturity.
- **LACK OF LIQUIDITY** — The notes will not be listed on any securities exchange. JPMS intends to offer to purchase t but is not required to do so. Even if there is a secondary market, it may not provide enough liquidity to allow you to tr Because other dealers are not likely to make a secondary market for the notes, the price at which you may be able t depend on the price, if any, at which JPMS is willing to buy the notes.
- **VARIABLE PRICE REOFFERING RISKS** — JPMS proposes to offer the notes from time to time for sale at market p at prices related to then-prevailing prices or at negotiated prices, provided that such prices will not be less than $985 note or more than $1,000 per $1,000 principal amount note. Accordingly, there is a risk that the price you pay for the paid by other investors based on the date and time you make your purchase, from whom you purchase the notes (*e.g* broker or dealer), any related transaction cost (*e.g.*, any brokerage commission), whether you hold your notes in a b fee-based account or another type of account and other market factors beyond our control.
- **MANY ECONOMIC AND MARKET FACTORS WILL IMPACT THE VALUE OF THE NOTES** — The notes will be aff and 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 o

- our creditworthiness, including actual or anticipated downgrades in our credit ratings.

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 opinior 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.