**Technical Assessment**

**Short-Term: Bullish**

**Long-Term: Bullish**

Plain and simple. Thursday was a great day for the market. The S&P 500 made a new 52-week high at 1221, up 1.9%. The Dow Jones Industrial Average increased 2% to 11,434. And finally, solid comps from retailers suggest that consumers may be in better shape than previously thought -- giving investors reason to contemplate a merry holiday season.

Bulls will be looking for the S&P 500 to maintain the current pattern of higher highs and higher lows. The next resistance point is at 1285, a level the index has not seen since before the market collapse in 2008.

In keeping with such a strong upward move, the number of stocks reaching new highs outpaced those at new lows by almost 13-to-one on the NYSE. The ratio of advancers to decliners on the NYSE was 5:1.

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**Strengthening Sectors:**
Materials, Technology

**Weakening Sectors:**
Utilities, Financials

**Recent Picks:**
BHI, KO, WPL, PLCM, AMZN, ORCL, XRX, CAKE, TJX, CCL, LUV, WDC, MCD, JNJ, BRCM, YUM, SBUX, CMG, FO, JCP, MO, PH, STX, HLF, DOW, LTD, SKS, TJX, RSH, JOSB, ANF, RL, CHK, LVS, TXN, AMZN, BBY, HAIN, WWW, IFF, JNPR, ADSK, GSK, SCMR, VSH, IBM

<table>
<thead>
<tr>
<th>Company</th>
<th>Ticker</th>
<th>Price</th>
<th>Support</th>
<th>Resistance</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Flavors &amp;</td>
<td>IFF</td>
<td>53.34</td>
<td>48</td>
<td>56</td>
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<td>Fragrances</td>
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The IFF shares jumped by over 5% on Thursday after the company reported strong 3Q10 earnings. The increase comes on the tail of a five-month upward trend.

The shares rose quickly to a high of around $52 in April, but then pulled back sharply when the market collapsed in early May. They then started to rebound -- and moved to just below the 200-day moving average in July before passing through the 50-, 100- and 200-day lines in August.

Stop-loss if the shares fail at the 50-day trendline at around $48. Take profits if the stock falters at around $56.

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**Jet Blue**

| JBLU | 7.29 | 6 | 9 |

After JetBlue reported strong 3Q10 results (with the first quarterly posting of revenue above $1 billion), investors returned to the stock. The company saw improved results from strong demand and higher ticket prices – and is filling a void by expanding its flight schedule.

The JBLU shares have been mostly flat over the past 12-months, stuck in the $5.50-$6.50 range. The shares pulled back a number of times -- making a bottom at around $5.50, just below the 200-day moving average. Most recently, the shares passed through resistance at around $6.50 and have since been in a strong upward trend -- with a pattern of higher highs and higher lows.

Stop-loss if the shares fall below the 50-day moving average at around $6.50. Take profits if the shares meet resistance at around $8.

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