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Aldrich Ken Form 4													
FORM 4 UNITED STATES SECURITIES AND EXCHANCE COMMISSION								OMB APPROVAL					
UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549								OMMISSION	OMB Number:	3235-0287			
Check th if no lon subject t Section Form 4 o Form 5	ger STATEN o STATEN 16. or	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,								Expires: Estimated a burden hour response	0		
obligatic may con <i>See</i> Instr 1(b).	tinue. Section 17	Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940											
(Print or Type	Responses)												
1. Name and A Aldrich Ke	21 Isouer Flaine and Frener of Fraung						5. Relationship of Reporting Person(s) to Issuer						
(Last)	(First) (Middle)			arliest Transaction				(Check all applicable)				
2595 JASO		(Month/Day/Year) 07/27/2010						_X_Director10% Owner Officer (give titleOther (specify below)below)					
	Filed(Month/Day/Year)						6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person						
OCEANSI	DE, CA 92056							-	Form filed by Mo Person	ore than One Re	porting		
(City)	(State)	(Zip)	Tab	le I - Non-	-Deri	vative S	ecurit	ies Acqu	ired, Disposed of,	or Beneficial	ly Owned		
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		Date, if	3. Transacti Code (Instr. 8) Code V	ionor I (In		l of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
Class A Common Stock	07/27/2010			C		2,714	A	\$ 0	132,714 <u>(1)</u>	Ι	By YKA Partners Ltd.		
Class A Common Stock	07/27/2010			S	13	2,714	D	\$ 33.48	0 (1)	Ι	By YKA Partners Ltd.		

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4.5. Number ofTransactiorDerivative SecuritiesCodeAcquired (A) or(Instr. 8)Disposed of (D)(Instr. 3, 4, and 5)			6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amor Underlying Secur (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Am Nu Sha
Series A Convertible Preferred Stock (2)	\$ 0	07/27/2010		С		132,714 (1)	(2)	(2)	Class B Common Stock (3)	13
Series C Convertible Preferred Stock (2)	\$ 0	07/27/2010		С		92,283 (1)	(2)	(2)	Class B Common Stock (3)	92
Class B Common Stock (3)	\$ 0	07/27/2010		C	224,997 (1)		(3)	(3)	Class A Common Stock	22
Class B Common Stock (3)	\$ O	07/27/2010		С		132,714	(3)	(3)	Class A Common Stock (4)	13

Reporting Owners

Relationships **Reporting Owner Name / Address** Director 10% Owner Officer Other Aldrich Kenneth C Х 2595 JASON COURT OCEANSIDE, CA 92056

Signatures

/s/ Lina Davidian as attorney-in-fact for Kenneth C. Aldrich **Signature of Reporting Person

07/29/2010 Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- The reporting person is the agent of the general partner of YKA Partners Ltd. (1)
- The convertible preferred stock converted into the issuer's Class B Common Stock on a 1-for-1 basis on the closing of the issuer's initial (2)public offering and had no expiration date.
- The Class B Common Stock is convertible at the holder's option into the issuer's Class A Common Stock on a 1-for-1 basis and has no (3) expiration date.

Reporting Owners

(4) The holder elected to convert the shares of Class B Common Stock into Class A Common Stock, which Class A Common Stock has no exercisable date or expiration date.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.