

ROSETTA STONE INC  
Form 4  
February 19, 2014

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, 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 Address of Reporting Person \*  
Swad Stephen M

(Last) (First) (Middle)

C/O ROSETTA STONE INC., 1919  
NORTH LYNN STREET, 7TH  
FLOOR

(Street)

ARLINGTON, VA 22209

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
ROSETTA STONE INC [RST]

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/14/2014

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
CEO and President

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	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 Ownership (Instr. 4)			
			Code	V	Amount (D) Price					
Common Stock	02/14/2014		A		42,642 (1)	A	\$ 0	282,901 (2)	I	By trust (3)

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

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SEC 1474  
(9-02)

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

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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. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount Number Shares
Employee Stock Option	\$ 22.39					<u>(4)</u>	11/09/2020	Common Stock	150,000
Employee Stock Option	\$ 8.76					<u>(5)</u>	02/22/2022	Common Stock	125,000
Employee Stock Option	\$ 12.47					<u>(6)</u>	02/21/2023	Common Stock	34,650
Employee Stock Option	\$ 11.96 <u>(7)</u>	02/14/2014		A	150,755	<u>(8)</u>	02/14/2024	Common Stock	150,750

## Reporting Owners

**Reporting Owner Name / Address**

**Relationships**

Director    10% Owner    Officer    Other

Swad Stephen M  
 C/O ROSETTA STONE INC.  
 1919 NORTH LYNN STREET, 7TH FLOOR  
 ARLINGTON, VA 22209

X

CEO and President

## Signatures

Bruce C. Ghrist,  
 Attorney-in-fact

02/19/2014

\_\_Signature of Reporting Person

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).
- (1) These shares are subject to forfeiture restrictions that lapse one-quarter per annum beginning one year from February 14, 2014, the date of grant.
- (2) Includes 50,008 shares of restricted common stock on which the restrictions have not yet lapsed.
- (3) Shares held of record by Stephen M. Swad Revocable Living Trust.
- (4) Includes an aggregate of 112,500 fully vested options. Options shall vest at a rate of one-quarter per annum, beginning one year from October 12, 2010, the date of grant.

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- (5) Includes an aggregate of 31,250 fully vested options. Options shall vest at a rate of one-quarter per annum, beginning one year from February 22, 2012, the date of grant.
- (6) Includes an aggregate of zero fully vested options. Options shall vest at a rate of one-quarter per annum, beginning one year from February 21, 2013, the date of grant.
- (7) The exercise price is equal to the closing price of the common stock of the Corporation on the New York Stock Exchange on February 13, 2014.
- (8) Options shall vest at a rate of one-quarter per annum, beginning one year from February 14, 2014, the date of grant.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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