

Ross Harvey
Form 3
September 23, 2010

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

OMB
Number: 3235-0104
Expires: January 31,
2005
Estimated average
burden hours per
response... 0.5

INITIAL STATEMENT OF 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 *

Â Ross Harvey

(Last)

(First)

(Middle)

180 SOUTH STREET,Â UNIT
101

(Street)

NEW

PROVIDENCE,Â NJÂ 07974

(City)

(State)

(Zip)

2. Date of Event Requiring
Statement

(Month/Day/Year)

09/21/2010

3. Issuer Name **and** Ticker or Trading Symbol
EMERGING VISION INC [ISEE]

4. Relationship of Reporting
Person(s) to Issuer

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

(Check all applicable)

____ Director ____X__ 10% Owner
____ Officer ____ Other
(give title below) (specify below)

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

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security
(Instr. 4)

2. Amount of Securities
Beneficially Owned
(Instr. 4)

3. Ownership
Form:
Direct (D)
or Indirect
(I)
(Instr. 5)

4. Nature of Indirect Beneficial
Ownership
(Instr. 5)

Common Stock, par value \$0.01 per share

11,831,716

D

Â

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

SEC 1473 (7-02)

**Persons who respond to the collection of
information contained in this form are not
required to respond unless the form displays a
currently valid OMB control number.**

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

1. Title of Derivative
Security
(Instr. 4)

2. Date Exercisable and
Expiration Date
(Month/Day/Year)

3. Title and Amount of
Securities Underlying
Derivative Security
(Instr. 4)
Title

4. Conversion
or Exercise
Price of
Derivative
Security

5. Ownership
Form of
Derivative
Security:
Direct (D)

6. Nature of Indirect
Beneficial
Ownership
(Instr. 5)

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	Date Exercisable	Expiration Date	Common Stock, par value	Amount or Number of Shares		or Indirect (I) (Instr. 5)	
Stock Option (right to buy)	09/29/2005	09/28/2015	\$0.01 per share	75,000	\$ 0.15	D	Â
Stock Option (right to buy)	04/27/2006	04/26/2016	Common Stock, par value \$0.01 per share	150,000	\$ 0.12	D	Â
Stock Option (right to buy)	06/11/2007	06/10/2017	Common Stock, par value \$0.01 per share	75,000	\$ 0.47	D	Â
Stock Option (right to buy)	05/07/2008	05/06/2018	Common Stock, par value \$0.01 per share	125,000	\$ 0.21	D	Â
Stock Option (right to buy) ⁽¹⁾	09/21/2010	11/29/2011	Common Stock, par value \$0.01 per share	7,208,220	\$ 0.14	D ⁽¹⁾	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Ross Harvey 180 SOUTH STREET UNIT 101 NEW PROVIDENCE, NJ 07974	Â	Â X	Â	Â

Signatures

/s/ Harvey Ross 09/23/2010

^{**}Signature of Date
Reporting Person

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 5(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).

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- (1) Pursuant to an agreement between the reporting person and Christopher Payan, the former Chief Executive Officer of Emerging Vision, Inc. (the "Seller"), the Seller granted the reporting person the right to cause the Seller to exercise options to purchase 7,208,220 shares of common stock, par value \$0.01 per share (the "Option Shares"), of Emerging Vision, Inc. held by the Seller at any time and to assign such Option Shares to the reporting person.

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.