

MICROSTRATEGY INC  
Form SC 13G  
April 22, 2013

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

SCHEDULE 13G  
(Amendment No. )

Under the Securities Exchange Act of 1934

MicroStrategy Incorporated  
(Name of Issuer)

Class A common stock, par value \$0.001 per share  
(Title of Class of Securities)

594972408  
(CUSIP Number)

April 11, 2013  
(Date of Event which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).



CUSIP No. 594972408

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1 NAMES OF REPORTING PERSONS  
 I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

Morton Holdings, Inc.

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) (a)   
 (b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

Delaware

NUMBER OF SHARES 5 SOLE VOTING POWER  
 0

BENEFICIALLY OWNED BY 6 SHARED VOTING POWER  
 538,141

EACH REPORTING PERSON 7 SOLE DISPOSITIVE POWER  
 0

PERSON WITH 8 SHARED DISPOSITIVE POWER  
 538,141

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

538,141

10 CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

5.9%

12 TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

CO



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1 NAMES OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

Philip B. Korsant

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) (a)  (b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

United States of America

NUMBER OF SHARES 5 SOLE VOTING POWER

0

BENEFICIALLY OWNED BY 6 SHARED VOTING POWER

538,141

EACH REPORTING PERSON 7 SOLE DISPOSITIVE POWER

0

PERSON WITH 8 SHARED DISPOSITIVE POWER

538,141

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

538,141

10 CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

5.9%

12 TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

IN

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1 NAMES OF REPORTING PERSONS  
 I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

ZBI Equities, L.L.C.

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) (a)  (b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

Delaware

NUMBER OF SHARES 5 SOLE VOTING POWER  
 0

BENEFICIALLY OWNED BY 6 SHARED VOTING POWER  
 538,141

EACH REPORTING PERSON 7 SOLE DISPOSITIVE POWER  
 0

PERSON WITH 8 SHARED DISPOSITIVE POWER  
 538,141

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
 538,141

10 CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)  
 5.9%

12 TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)  
 IA





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1 NAMES OF REPORTING PERSONS  
 I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

Ziff Brothers Investments, L.L.C.

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS) (a)  (b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

Delaware

NUMBER OF SHARES 5 SOLE VOTING POWER  
 0

BENEFICIALLY OWNED BY 6 SHARED VOTING POWER  
 538,141

EACH REPORTING PERSON 7 SOLE DISPOSITIVE POWER  
 0

PERSON WITH 8 SHARED DISPOSITIVE POWER  
 538,141

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

538,141

10 CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

5.9%

12 TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

HC



Item 1. (a) Name of Issuer

MicroStrategy Incorporated

Item 1. (b) Address of Issuer's Principal Executive Offices

1850 Towers Crescent Plaza  
Tysons Corner, VA 22182

Item 2. (a) Name of Person Filing

This Schedule 13G is being filed on behalf of the following persons (the "Reporting Persons"\*):

- (i) Morton Holdings, Inc. ("MH");
- (ii) Philip B. Korsant;
- (iii) ZBI Equities, L.L.C. ("ZBIE"); and
- (iv) Ziff Brothers Investments, L.L.C. ("ZBI").

\* Attached as Exhibit A is a copy of an agreement among the Reporting Persons that this Schedule 13G is being filed on behalf of each of them.

Item 2. (b) Address of Principal Business Office or, if None, Residence

Morton Holdings, Inc.  
35 Ocean Reef Drive  
Suite 142  
Key Largo, Florida 33037

Philip B. Korsant  
35 Ocean Reef Drive  
Suite 142  
Key Largo, Florida 33037

ZBI Equities, L.L.C.  
350 Park Avenue  
11th floor  
New York, NY 10022

Ziff Brothers Investments, L.L.C.  
350 Park Avenue  
11th floor  
New York, NY 10022

Item 2. (c) Citizenship

See Item 4 of the attached cover pages.

Item 2. (d) Title of Class of Securities

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Common Stock, \$0.001 Par Value Per Share (the "Common Stock")

Item 2. (e) CUSIP Number

594972408

Item 3.

Not applicable as this Schedule 13G is filed pursuant to Rule 13d-1(c).

Item 4. Ownership

(a) Amount beneficially owned:

See Item 9 of the attached cover pages.

(b) Percent of class:

See Item 11 of the attached cover pages.

(c) Number of shares as to which such person has:

(i) Sole power to vote or to direct the vote:

See Item 5 of the attached cover pages.

(ii) Shared power to vote or to direct the vote:

See Item 6 of the attached cover pages.

(iii) Sole power to dispose or to direct the disposition:

See Item 7 of the attached cover pages.

(iv) Shared power to dispose or to direct the disposition:

See Item 8 of the attached cover pages.

MH is the general partner of each of the owners of record (the "Record Owners") of the Common Stock reported herein. Pursuant to investment management agreements with the Record Owners, ZBIE has investment and voting control over the Common Stock reported herein. ZBIE is wholly-owned by ZBI. As a result thereof, each of ZBI and ZBIE may be deemed to beneficially own the Common Stock reported herein. In addition, each of MH and Philip B. Korsant may be deemed to beneficially own the Common Stock reported herein as a result of certain rights retained by the Record Owners under the applicable investment management agreements.

Item 5. Ownership of Five Percent or Less of a Class

Not Applicable.

Item 6. Ownership of More than Five Percent on Behalf of Another Person

Not Applicable.

Item 7. Identification and Classification of the Subsidiary Which  
Acquired the Security Being Reported on by the Parent Holding Company

Not Applicable.

Item 8. Identification and Classification of Members of the Group

Not Applicable.

Item 9. Notice of Dissolution of Group

Not Applicable.

Item 10. Certification

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

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SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: April 22, 2013

MORTON HOLDINGS, INC.

By: /s/ David Gray  
Name: David Gray  
Title: Vice President

/s/ Philip B. Korsant  
Philip B. Korsant

ZBI EQUITIES, L.L.C.

By: /s/ David Gray  
Name: David Gray  
Title: Vice President

ZIFF BROTHERS INVESTMENTS, L.L.C.

By: /s/ David Gray  
Name: David Gray  
Title: Vice President

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EXHIBIT A

The undersigned, Morton Holdings, Inc., a Delaware corporation, Philip B. Korsant, ZBI Equities, L.L.C., a Delaware limited liability company, and Ziff Brothers Investments, L.L.C., a Delaware limited liability company, hereby agree and acknowledge that the information required by this Schedule 13G, to which this Agreement is attached as an exhibit, is filed on behalf of each of them. The undersigned further agree that any further amendments or supplements thereto shall also be filed on behalf of each of them.

Dated: April 22, 2013

MORTON HOLDINGS, INC.

By: /s/ David Gray  
Name: David Gray  
Title: Vice President

/s/ Philip B. Korsant  
Philip B. Korsant

ZBI EQUITIES, L.L.C.

By: /s/ David Gray  
Name: David Gray  
Title: Vice President

ZIFF BROTHERS INVESTMENTS, L.L.C.

By: /s/ David Gray  
Name: David Gray  
Title: Vice President