

Luks Ronald
Form 4
March 06, 2013

FORM 4

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

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

OMB APPROVAL

OMB
Number: 3235-0287
Expires: January 31,
2005
Estimated average
burden hours per
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person *
Luks Ronald

(Last) (First) (Middle)

499 PEACOCK LANE NORTH

(Street)

JUPITER, FL 33458

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol

EDIETS COM INC [DIET]

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

02/28/2013

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)

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)
Common Stock	02/28/2013		D	6,028	D (2) 0 (2)	D	

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

**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.**

SEC 1474
(9-02)

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

Edgar Filing: Luks Ronald - Form 4

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)		8
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	D S (I
Stock Options (right to buy)	\$ 16.85	02/28/2013		D	5,399	<u>(1)</u>	01/02/2014	Common Stock	5,399	
Stock Options (right to buy)	\$ 14.05	02/28/2013		D	5,000	<u>(1)</u>	07/15/2014	Common Stock	5,000	
Stock Options (right to buy)	\$ 14.8	02/28/2013		D	2,500	<u>(1)</u>	07/19/2014	Common Stock	2,500	
Stock Options (right to buy)	\$ 21.6	02/28/2013		D	2,500	<u>(1)</u>	01/03/2015	Common Stock	2,500	
Stock Options (right to buy)	\$ 4.719	02/28/2013		D	5,000	<u>(1)</u>	06/24/2019	Common Stock	5,000	
Stock Options (right to buy)	\$ 4.925	02/28/2013		D	2,000	<u>(1)</u>	07/28/2019	Common Stock	2,000	
Stock Options (right to buy)	\$ 7.65	02/28/2013		D	5,000	<u>(1)</u>	11/19/2019	Common Stock	5,000	
Stock Options (right to buy)	\$ 6.95	02/28/2013		D	17,513	<u>(1)</u>	01/04/2020	Common Stock	17,513	
Stock Options (right to buy)	\$ 5	02/28/2013		D	5,000	<u>(3)</u>	08/23/2020	Common Stock	5,000	

Stock Options (right to buy)	\$ 2.85	02/28/2013		D	50,000	<u>(1)</u>	03/15/2021	Common Stock	50,000
Stock Options (right to buy)	\$ 0.55	02/28/2013		D	50,000	<u>(1)</u>	02/16/2022	Common Stock	50,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Luks Ronald 499 PEACOCK LANE NORTH JUPITER, FL 33458			X	

Signatures

/s/ Ronald Luks 03/06/2013

____Signature of Date
Reporting Person

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 options are immediately exercisable.

These shares were exchanged at the effective time of the merger (the "Merger") for an aggregate of 7,636 shares of As Seen On TV, Inc.

(2) Common Stock at a conversion ratio of 1.2667 shares of As Seen On TV, Inc. Common Stock per share of eDiets Common Stock, with a market value of \$0.48 per share on the effective date of the Merger.

(3) Exercisable according to the following vesting schedule: 1,650 beginning on August 23, 2011; 1,650 beginning on August 23, 2012 and 1,700 beginning on August 23, 2013.

(4) These derivative securities were assumed by As Seen On TV, Inc. at the effective time of the Merger. The number of shares issuable upon conversion and exercise price were converted based upon a conversion ratio of 1.2667.

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.