

SILVERS LAURIE S

Form 4

March 09, 2011

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
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(Print or Type Responses)

1. Name and Address of Reporting Person *
RUBENSTEIN MITCHELL

2. Issuer Name **and** Ticker or Trading
Symbol
HOLLYWOOD MEDIA CORP
[HOLL]

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

(Last) (First) (Middle)
2255 GLADES ROAD, SUITE 221A
(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
03/07/2011

☐ Director ☐ 10% Owner
☒ Officer (give title below) ☐ Other (specify below)
Chairman and CEO

BOCA RATON, FL 33431

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

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

(City) (State) (Zip)

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 Indirect Beneficial Ownership (Instr. 4) | |
|---------------------------------------|---|---|--------------------------------------|---|--|---|---|-----------------------|
| | | | Code | V | Amount (6) | Price (7) | | |
| Common Stock | 03/07/2011 | | S | | 323,485 (6) | \$ 1.6293 (6) (7) | 343,697 | D (1) (5) |
| Common Stock | | | | | | | 513,919 | D (2) (5) |
| Common Stock | | | | | | | 18,169 | I (3) (5) IRA (3) (5) |
| Common Stock | | | | | | | 18,147 | I (4) (5) IRA (4) (5) |

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)

| 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. Price of Derivative Security (Instr. 5) | 9. Nu Deriv Secur Bene Own Follo Repor Trans (Instr |
|---|--|---|---|--------------------------------------|--|--|---|---|---|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|--------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| RUBENSTEIN MITCHELL 2255 GLADES ROAD SUITE 221A BOCA RATON, FL 33431 | X | | Chairman and CEO | |
| SILVERS LAURIE S 2225 GLADES ROAD, SUITE 221A BOCA RATON, FL 33231 | X | | Vice Chairperson and President | |

Signatures

/s/ Mitchell
Rubenstein 03/08/2011

**Signature of
Reporting Person

Date

/s/ Laurie S.
Silvers 03/08/2011

**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) Owned jointly by Mitchell Rubenstein ("MR") and Laurie S. Silvers ("LSS"). The shares sold were directly owned by MR.
- (2) Owned by LSS directly. May be deemed owned by MR indirectly, as a result of being the spouse of LSS.
- (3) Individual retirement account of MR and also may be deemed owned indirectly by LSS.
- (4) Individual retirement account of LSS and also may be deemed owned indirectly by MR.
- (5) MR and LSS disclaim beneficial ownership of all indirectly owned securities reported on this Form in excess of their respective pecuniary interests therein.

(6) The number of securities reported represents an aggregate number of shares sold in multiple open market transactions over a range of sale prices. The price reported represents the weighted average price. The Reporting Persons undertake to provide the staff of the SEC, the Issuer, or a stockholder of the Issuer, upon request, the number of shares sold at each separate price within the range.

- (7) Sales prices range from \$1.60 to \$1.65 per share, inclusive.

Remarks:

Exhibit 99.1: Joint Filer Information, incorporated herein by reference

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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