

PIERNO THOMAS M
Form 3
May 11, 2012

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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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 *

PIERNO THOMAS M
(Last) (First) (Middle)

C/O ROSETTA STONE
INC., 7919 NORTH LYNN
STREET, 7TH FLOOR

(Street)

ARLINGTON, VA 22209

(City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)
05/04/2012

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

4. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer Other
(give title below) (specify below)
Chief Financial Officer

5. 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

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)

Common Stock

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

15,000 ⁽¹⁾

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

D ⁽⁴⁾ A

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

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

SEC 1473 (7-02)

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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)

4. Conversion or Exercise Price of Derivative

5. Ownership Form of Derivative Security:

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

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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)
Employee Stock Option	Â (2)	05/04/2022	Common Stock	50,000	\$ 10.55 (3)	D (4) Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
PIERNO THOMAS M C/O ROSETTA STONE INC. 7919 NORTH LYNN STREET, 7TH FLOOR ARLINGTON, VA 22209	Â	Â	Â Chief Financial Officer	Â

Signatures

Michael C. Wu,
Attorney-in-fact

05/11/2012

__Signature of Reporting Person

Date

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).
- (1) The restricted shares are subject to forfeiture restrictions that lapse 1/4 per annum beginning one year from May 2, 2012, Mr. Pierno's employment start date.
- (2) Options shall vest at a rate of 1/4 per annum beginning one year from May 4, 2012.
- (3) The per share exercise price of the options shall be equal to the closing price of the common stock of the Corporation on the New York Stock Exchange on May 4, 2012, the date of grant.
- (4) Mr. Pierno was designated a Section 16 officer by the Rosetta Stone Inc. Board of Directors on May 4, 2012.

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.