

Franklin Laurence  
Form 4  
May 28, 2013

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Franklin Laurence

(Last) (First) (Middle)

C/O ROSETTA STONE, 1919  
NORTH LYNN STREET, 7TH  
FLOOR

(Street)

ARLINGTON, VA 22209

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
05/23/2013

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) |     |       |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|-----|-------|
|                                 |                                      |  |                                | (A) or (D)  | Code  | V  | Amount                            | (D) | Price |

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)**

| 1. Title of Derivative | 2. Conversion | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if | 4. Transaction of Derivative | 5. Number | 6. Date Exercisable and Expiration Date | 7. Title and Amount of Underlying Securities |
|------------------------|---------------|--------------------------------------|-------------------------------|------------------------------|-----------|---|--|
|------------------------|---------------|--------------------------------------|-------------------------------|------------------------------|-----------|---|--|

Edgar Filing: Franklin Laurence - Form 4

| Security (Instr. 3)   | or Exercise Price of Derivative Security | any (Month/Day/Year) | Code (Instr. 8) | Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | (Month/Day/Year) | (Instr. 3 and 4) |                  |                 |              |                            |
|-----------------------|--|----------------------|-----------------|---|------------------|------------------|------------------|-----------------|--------------|----------------------------|
|                       |  |                      | Code            | V   | (A)              | (D)              | Date Exercisable | Expiration Date | Title        | Amount or Number of Shares |
| Stock Option          | \$ 3.85                                  |                      |                 |   |                  |                  | (1)              | 05/22/2016      | Common Stock | 19,500                     |
| Stock Option          | \$ 6.08                                  |                      |                 |   |                  |                  | (2)              | 03/21/2017      | Common Stock | 6,500                      |
| Stock Option          | \$ 18                                    |                      |                 |   |                  |                  | (3)              | 04/15/2019      | Common Stock | 2,658                      |
| Stock Option          | \$ 20.35                                 |                      |                 |   |                  |                  | (4)              | 08/19/2019      | Common Stock | 329                        |
| Stock Option          | \$ 17.36                                 |                      |                 |   |                  |                  | (5)              | 08/26/2020      | Common Stock | 2,979                      |
| Stock Option          | \$ 13.66                                 |                      |                 |   |                  |                  | (6)              | 05/26/2021      | Common Stock | 5,891                      |
| Stock Option          | \$ 9.51                                  |                      |                 |   |                  |                  | (7)              | 10/17/2021      | Common Stock | 2,266                      |
| Stock Option          | \$ 13.78                                 |                      |                 |   |                  |                  | (8)              | 05/23/2022      | Common Stock | 6,150                      |
| Stock Option          | \$ 16.85<br>(9)                          | 05/23/2013           | A               |   | 4,496            |                  | (10)             | 05/23/2023      | Common Stock | 4,496                      |
| Restricted Stock Unit | \$ 0                                     | 05/23/2013           | A               |   | 2,967            |                  | (11)             | (11)            | Common Stock | 2,967                      |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| Franklin Laurence<br>C/O ROSETTA STONE<br>1919 NORTH LYNN STREET, 7TH FLOOR<br>ARLINGTON, VA 22209 | X             |           |         |       |

## Signatures

Michael C. Wu,  
Attorney-in-fact

05/28/2013

\*\*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) Includes an aggregate of 19,500 fully vested shares. Options shall vest at a rate of 1/16 per quarter.
- (2) Includes an aggregate of 6,500 fully vested shares. Options shall vest at a rate of 1/16 per quarter.
- (3) Includes an aggregate of 2,658 fully vested shares. Options shall vest at a rate of 1/4 per quarter.
- (4) Includes an aggregate of 329 fully vested shares. Options shall vest at a rate of 1/4 per quarter.
- (5) Includes an aggregate of 2,979 fully vested shares. Options shall vest at a rate of 1/4 per quarter.
- (6) Includes an aggregate of 5,891 fully vested shares. Options shall vest at a rate of 1/4 per quarter.
- (7) Includes an aggregate of 2,266 fully vested shares. Options shall vest at a rate of 1/4 per quarter.
- (8) Includes an aggregate of 6,150 fully vested shares. Options shall vest at a rate of 1/4 per quarter.
- (9) The exercise price is equal to the closing price of the common stock of the Corporation on the New York Stock Exchange on May 23, 2013, the date of grant.
- (10) No options vested. Options shall vest at a rate of 1/4 per quarter.
- (11) Restricted stock units are fully vested upon award. Delivery of shares to the reporting person will be made after the date of the reporting person's separation from service to the Board of Directors.

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.