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Lee Carter I Form 4 August 10, 2								
FORM	ЛЛ					OMB AF	PPROVAL	
	UNITEDSIA		RITIES AND EXC ashington, D.C. 205		OMMISSION	OMB Number:	3235-0287	
Check the check	ner		-			Expires:	January 31, 2005	
subject t Section Form 4	or STATEVIEN	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES						
Form 4 or Form 5 obligations may continue. See Instruction 1(b). Form 5 obligations may continue. See Instruction 1(b). Form 5 obligations may continue. See Instruction 1(c). Form 5 obligations may continue. See Instruction 1(c). Form 5 obligations May continue. See Instruction 1(c). Form 5 obligations May continue. See Instruction 1(c). Form 5 Section 10(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940 Section 17(a) of the Investment Company Act of 1940 Section 1(c). Section								
(Print or Type	Responses)							
Lee Carter Paul Syn					5. Relationship of Reporting Person(s) to Issuer			
			RSTOCK.COM, INC	[OSTK]	(Check all applicable)			
(Last)	(First) (Middle		of Earliest Transaction		Director	100	Owner	
799 W COLISEUM WAY			/Day/Year) /2017	Director 10% Owner X Officer (give title Other (specify below) below)				
					SVP, Techno	ology & Peopl	e Care	
	(Street)		nendment, Date Original Ionth/Day/Year)		6. Individual or Joi Applicable Line) _X_ Form filed by O	-	-	
MIDVALE	E, UT 84047				Form filed by Me Person			
(City)	(State) (Zip)	Tal	ble I - Non-Derivative S	ecurities Acqu	uired, Disposed of,	or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	any	Deemed ition Date, if th/Day/Year)	Transactionor Disposed Code (Instr. 3, 4 a (Instr. 8)) 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)	
Common Stock	08/09/2017		S 2,000 D	\$	8,958	D		
Common Stock					1,277.683	I	Based on 8/9/2017 401k Plan balance provided by Fidelity	

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.

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

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	cisable and	7. Tit	le and	8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onNumber	Expiration D	ate	Amou	int of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Under	rlying	Security	Secu
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Secur	ities	(Instr. 5)	Bene
	Derivative				Securities			(Instr.	. 3 and 4)		Owne
	Security				Acquired						Follo
					(A) or						Repo
					Disposed						Trans
					of (D)						(Instr
					(Instr. 3,						
					4, and 5)						
						Date Exercisable	Expiration Date	Title	Amount or Number of		
				Code V	(A) (D)				Shares		

Reporting Owners

**Signature of Reporting Person

Reporting Owner Name / Address	ss Relationships					
Reporting O wher I tune / I ture os	Director	10% Owner	Officer	Other		
Lee Carter Paul 799 W COLISEUM WAY MIDVALE, UT 84047			SVP, Technology & People Care			
Signatures						
/s/ Allison Fletcher		08/10/2017	,			

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).
- \$18.5076 is the weighted average sale price for the 2,000 shares sold August 9, 2017. The shares were sold in 2 transactions at prices
- (1) ranging from \$18.5001 to \$18.525 per share inclusive. The reporting person will provide, upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares sold at each separate price.

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.

(attorney-in-fact)