### Edgar Filing: GERSHWIND ERIK - Form 4

| GERSHWIN<br>Form 4   |                                      |  |  |   |                  |                |                       |  |  |  |  |
|--|--------------------------------------|--|--|---|------------------|----------------|-----------------------|--|--|--|--|
| January 02, 2  |                                      |  |  |   |                  |                |                       |  |  |  |  |
| FORM 4 UNITED STATES SECURITIES AND EXCHANGE CO  |                                      |  |  |   |                  | COMMISSION     |                       | PPROVAL  |  |  |  |
| Check this   | s hov                                |  | Was  | hington,  | D.C. 205         | 49             |                       |  | Number:  | 3235-0287  |  |
| if no long<br>subject to<br>Section 16<br>Form 4 or<br>Form 5  | er <b>STATEM</b><br>5.<br>Filed pure | <b>STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF</b><br><b>SECURITIES</b><br>Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, |  |   |                  |                |                       |  |  | Expires:January 31Expires:2005Estimated averageburden hours perresponse0.5 |  |
| obligation<br>may conti<br><i>See</i> Instru<br>1(b).  | nue. Section 17(2                    | ·  |  | ility Hold<br>vestment (  | <u> </u>         |                |                       | f 1935 or Section<br>40  | n  |  |  |
| (Print or Type R   | esponses)                            |  |  |   |                  |                |                       |  |  |  |  |
| GERSHWIND ERIK Sym<br>MS   |                                      |  | 2. Issuer Name <b>and</b> Ticker or Trading<br>ymbol<br>ASC INDUSTRIAL DIRECT CO<br>NC [MSM] |   |                  |                |                       | 5. Relationship of Reporting Person(s) to<br>Issuer<br>(Check all applicable)                  |  |  |  |
| (Last) (First) (Middle) 3. Date<br>(Month  |                                      |  |  | Date of Earliest Transaction<br>onth/Day/Year)<br>28/2012   |                  |                |                       | XDirector10% Owner<br>XOfficer (give titleOther (specify<br>below) below)<br>President and CEO |  |  |  |
| MELVILLE   | (Street)<br>, NY US 11747            |  |  | idment, Dat<br>h/Day/Year)  | -                |                |                       | 6. Individual or Jo<br>Applicable Line)<br>_X_ Form filed by O<br>Form filed by M<br>Person    | One Reporting Pe   | erson  |  |
| (City)   | (State)                              | (Zip)  | Table  | I - Non-Do  | erivative S      | ecurit         | ies Aco               | uired, Disposed of   | , or Beneficial  | lly Owned  |  |
| 1.Title of<br>Security2. Transaction Date<br>(Month/Day/Year)2A. Deemed<br>Execution Date, if<br>any |                                      |  | Date, if   | 3. 4. Securities Acquired<br>Transaction(A) or Disposed of<br>Code (D)<br>(Instr. 8) (Instr. 3, 4 and 5)<br>(A) |                  |                |                       | Securities<br>Beneficially<br>Owned  | 6. Ownership<br>Form: Direct<br>(D) or<br>Indirect (I)<br>(Instr. 4) |  |  |
| Class A<br>Common<br>Stock,<br>\$0.001 par<br>value  | 12/28/2012                           |  |  | Code V  | Amount<br>75,000 | or<br>(D)<br>A | Price<br>( <u>1</u> ) | (Instr. 3 and 4)<br>113,215  | D  |  |  |
| Class A<br>Common<br>Stock,<br>\$0.001 par<br>value  | 12/28/2012                           |  |  | J <u>(2)</u>  | 75,000           | D              | <u>(2)</u>            | 38,215   | D  |  |  |

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02) 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<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. 5. Number of<br>Transactio-Derivative<br>Code Securities<br>(Instr. 8) Acquired (A)<br>or Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) |         | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |                                  | 8.<br>De<br>Se<br>(Ir |
|---|---|---|---|--|---------|--|--------------------|---|----------------------------------|-----------------------|
|   |   |   |   | Code V   | (A) (D) | Date<br>Exercisable  | Expiration<br>Date | Title   | Amount or<br>Number of<br>Shares |                       |
| Class B<br>Common<br>Stock                          | <u>(1)</u>  | 12/28/2012                              |   | С  | 75,000  | <u>(1)</u>   | <u>(1)</u>         | Class A<br>Common<br>Stock,<br>\$.001 par<br>value                  | 75,000                           |                       |
| Class B<br>Common<br>Stock                          | <u>(1)</u>  |   |   |  |         | <u>(1)</u>   | <u>(1)</u>         | Class A<br>Common<br>Stock,<br>\$.001 par<br>value                  | 152,498                          |                       |
| Class B<br>Common<br>Stock                          | <u>(1)</u>  |   |   |  |         | <u>(1)</u>   | <u>(1)</u>         | Class A<br>Common<br>Stock,<br>\$.001 par<br>value                  | 162,500                          |                       |

## **Reporting Owners**

| Reporting Owner Name / Address  | Relationships |           |                   |       |  |  |
|---|---------------|-----------|-------------------|-------|--|--|
| r g g g g g g g g g g g g g g g g g g g   | Director      | 10% Owner | Officer           | Other |  |  |
| GERSHWIND ERIK<br>C/O MSC INDUSTRIAL DIRECT CO., INC.<br>75 MAXESS RD.<br>MELVILLE, NY US 11747 | Х             |           | President and CEO |       |  |  |
| Signatures  |               |           |                   |       |  |  |

01/02/2013

/s/ Erik Gershwind <u>\*\*</u>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) The Class B Common Stock is convertible immediately on a one-for-one basis into shares of Class A Common Stock and does not expire.

For estate planning purposes, the reporting person transferred these shares to G-F MSC, LLC, a limited liability company of which the reporting person is a member (the "Family LLC"). The reporting person received membership interests in the Family LLC in

- (2) consideration for the transfer of such shares. The reporting person is not a controlling member of the Family LLC and does not have or share investment control over the Family LLC's portfolio.
- (3) Represents the number of shares of Class B Common Stock held indirectly by the Reporting Person as of the date of this filing through trusts of which the Reporting Person is a beneficiary and co-trustee.
- (4) Represents shares of Class B Common Stock held by trusts of which the Reporting Person is a beneficiary and co-trustee. The Reporting Person disclaims beneficial ownership of the shares held by such trusts.
- (5) Represents the number of shares of Class B Common Stock held indirectly by the Reporting Person as of the date of this filing through trusts of which the Reporting Person is the sole annuitant and trustee.
- (6) Represents shares of Class B Common Stock held by trusts of which the Reporting Person is the sole annuitant and trustee. The Reporting Person disclaims beneficial ownership of the shares held by such trusts.

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.