Demski David M Form 4 August 10, 2012

### FORM 4

#### **OMB APPROVAL** OMB

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

3235-0287 Number: January 31,

Expires:

Check this box if no longer subject to Section 16. Form 4 or Form 5

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES** 

2005 Estimated average burden hours per response...

obligations may continue. See Instruction

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

0.5

1(b).

Common

Stock

08/08/2012

(Print or Type Responses)

1. Name and Address of Reporting Person * Demski David M				2. Issuer Name <b>and</b> rmbol LOBUS MEDIO			Is	5. Relationship of Reporting Person(s) to Issuer			
(Last) (First) (Middle)  VALLEY FORGE BUSINESS CENTER, 2560 GENERAL ARMISTEAD AVENUE				Date of Earliest Tr Ionth/Day/Year) 8/08/2012			_	(Check all applicable)  _X_ Director 10% Owner _X_ Officer (give title Other (specify below)  President and COO			
				If Amendment, Da led(Month/Day/Year	Č		A 	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person _ Form filed by More than One Reporting Person			
	(City)	(State)	(Zip)	Table I - Non-D	erivative S	ecurities	s Acqui	red, Disposed of,	or Beneficial	ly Owned	
	1.Title of Security (Instr. 3)	2. Transaction Dat (Month/Day/Year)		te, if Transaction Code Year) (Instr. 8)	4. Securitie or Disposed (Instr. 3, 4 a	d of (D) and 5)  (A) or	` '	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)	
	Class A Common Stock	08/08/2012		Code V	Amount 990,322	` '	Price 5 0 (1)	990,322	D		
	Class A					¢	t				

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

S

98,957

D

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

891,365

D

### Edgar Filing: Demski David M - Form 4

#### number.

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. Transa Code (Instr.		5. Number of stionDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amou Underlying Securi (Instr. 3 and 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Am Nur Sha
Class B Common Stock	(1)	08/08/2012		С	·	()	990,322	<u>(1)</u>	<u>(1)</u>	Class A Common Stock	990
Stock Option (Right to Buy Class A Common Stock) (2)	\$ 4.88	08/08/2012		J <u>(2)</u>	V	18,461		(3)	08/06/2019	Class A Common Stock (2)	18
Stock Option (Right to Buy Class A Common Stock) (2)	\$ 11.87	08/08/2012		J <u>(2)</u>	V	18,461		<u>(4)</u>	06/16/2020	Class A Common Stock (2)	18
Stock Option (Right to Buy Class A Common Stock) (2)	\$ 10.66	08/08/2012		J(2)	V	18,461		(5)	10/27/2021	Class A Common Stock (2)	18

# **Reporting Owners**

Reporting Owner Name / Address	Relationships							
. 0	Director	10% Owner	Officer	Other				
Demski David M VALLEY FORGE BUSINESS CENTER 2560 GENERAL ARMISTEAD AVENUE AUDUBON, PA 19403	X		President and COO					

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### **Signatures**

/s/ David P. Creekman, Attorney-in-Fact

08/10/2012

\*\*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 Company's Class B Common Stock automatically converted into the Company's Class A Common Stock on a one-for-one basis upon the closing of the Company's initial public offering and had no expiration date.
- Initially the stock option provided a right to buy the Company's Class C Common Stock. Upon the closing of the Company's initial public offering, all shares of the Company's Class C Common Stock automatically converted into shares of the Company's Class A Common Stock on a one-for-one basis. As a result, this stock option automatically converted into a right to buy the Company's Class A Common Stock
- These options were granted on August 6, 2009, and vest over a four-year period with one-fourth (1/4) of the options granted vesting on (3) January 1, 2010, the first anniversary of the vesting commencement date, and the balance of the options granted vesting ratably on a monthly basis over the following 36 months.
- These options were granted on June 16, 2010, and vest over a four-year period with one-fourth (1/4) of the options granted vesting on (4) January 1, 2011, the first anniversary of the vesting commencement date, and the balance of the options granted vesting ratably on a monthly basis over the following 36 months.
- These options were granted on October 27, 2011, and vest over a four-year period with one-fourth (1/4) of the options granted vesting on (5) January 1, 2012, the first anniversary of the vesting commencement date, and the balance of the options granted vesting ratably on a monthly basis over the following 36 months.

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.

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