

Jones Alan
Form 4
March 10, 2011

FORM 4

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

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
Jones Alan

2. Issuer Name **and** Ticker or Trading
Symbol
INSIGNIA SYSTEMS INC/MN
[ISIG]

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

(Last) (First) (Middle)
8799 BROOKLYN BLVD
(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
03/08/2011

____ Director ____ 10% Owner
____X____ Officer (give title ____ Other (specify
below) below)
Sr. VP CPG & Retail Sales

MINNEAPOLIS, MN 55445

4. If Amendment, Date Original
Filed(Month/Day/Year)

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-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)
			Code	V	Amount	(A) or (D)	Price
Common Stock	03/08/2011		S		7,069	D	\$ 6.8 3,666
Common Stock	03/09/2011		M		3,599	A	\$ 1.95 7,265
Common Stock	03/09/2011		F		1,047	D	\$ 6.7 6,218
Common Stock	03/09/2011		M		30,000	A	\$ 1.19 36,218
Common Stock	03/09/2011		F		5,328	D	\$ 6.7 30,890

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Common Stock	03/09/2011	M	45,000	A	\$ 3.75	75,890	D
Common Stock	03/09/2011	F	25,186	D	\$ 6.7	50,704	D
Common Stock	03/09/2011	M	13,334	A	\$ 1.92	64,038	D
Common Stock	03/09/2011	F	3,821	D	\$ 6.7	60,217	D
Common Stock	03/09/2011	M	6,667	A	\$ 2.8	66,884	D
Common Stock	03/09/2011	F	2,786	D	\$ 6.7	64,098	D

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

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(9-02)

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. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Incentive Stock Option (right to buy)	\$ 1.19	03/09/2011		M	30,000	05/16/2009 05/16/2016	Common Stock 30,000
Incentive Stock Option (right to buy)	\$ 1.92	03/09/2011		M	13,334	05/21/2010 05/21/2018	Common Stock 13,334
Incentive Stock Option (right to buy)	\$ 1.95	03/09/2011		M	3,599	12/31/2004 02/19/2014	Common Stock 3,599

buy)

Incentive
Stock

Option	\$ 2.8	03/09/2011	M	6,667	05/20/2010	05/20/2019	Common Stock	6,667
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(right to
buy)

Incentive
Stock

Option	\$ 3.75	03/09/2011	M	45,000	05/23/2010	05/23/2017	Common Stock	45,000
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(right to
buy)

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Jones Alan 8799 BROOKLYN BLVD MINNEAPOLIS, MN 55445			Sr. VP CPG & Retail Sales	

Signatures

/s/ Alan Jones	03/10/2011
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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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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