FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT	OF CHANGES	S IN BENEFICIAL	OWNERSHIP

Check ti	ils box il no longer subject to
Section	16. Form 4 or Form 5
obligation	ns may continue. See
Instructi	on 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934

OMB APPROVAL								
OMB Number: 3235-0287								
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											mpany Act o									
1. Name and Address of Reporting Person* GELFOND RICHARD L							e and Ticke		ding S	ymbol		5. Relationship of Reporting Person(s) to Issue (Check all applicable) X Director 10% Ow				vner				
(Last) 110 EAST SUITE 21	(Fir 59TH STF 00	ŕ	(Middle)		09	9/08/2	2010	iest Transa					X Officer (give title Other (specify below) below) Chief Executive Officer							
(Street) NEW YO	RK NY	Y	10022		_ 4.	4. If Amendment, Date of Original Filed (Month/Day/Year)								6. Individual or Joint/Group Filing (Check Applicabl Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person						
(City)	(St	ate)	(Zip)																	
		Та	ble I - No	n-Der	ivativ	ve S	ecur	ities Acc	uired.	Dis	posed of	, or Be	nefici	ially (Owned					
1. Title of Security (Instr. 3)				2. Tran Date (Month		ction 2A. Deemed Execution Date, if any (Month/Day/Year)		ition Date,	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) o Disposed Of (D) (Instr. 3, 4 a			nd 5)	5. Amount of Securities Beneficially Owned Following	ly	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Direct I Indirect I tr. 4)	7. Nature of ndirect Beneficial Ownership	
									Code	v	Amount	(A) or (D)	Pric	ce	Reported Transactio (Instr. 3 an	on(s) id 4)			Instr. 4)	
common s	hares			09/0	08/201	3/2010					30,000(1	1) A	\$(6.86	316,0	650		D		
common s	hares			09/0	09/08/2010				D		30,000	1) D	D \$15.1		286,650			D		
common s	hares			09/08/2010		10			С		10,000	2) A	\$4	4.85	296,650			D		
common s	hares			09/08/2010		10			S		10,000	2) D	D \$1		286,650		50 D			
common s	hares			09/09/2010		10			С		10,000	2) A	\$4	4.85	296,650			D		
common s	hares			09/09/2010		10			S		10,000	10,000 ⁽²⁾ D \$		4.87	286,650) D			
common shares		09/1	09/10/2010				С		10,000	2) A	\$4	\$4.85		296,650		D				
common s	hares			09/1	L0/201	2010			S		10,000	2) D	\$1	4.68	286,0	650		D		
common shares													50,000			I	oy 'Gelfond 2001 Children's Trust"			
common shares														25,050			I	oy 'Pamela Gelfond Trust''		
common shares														25,0)50		I	oy 'Claudia Gelfond Frust''		
common shares													128,	750		I	oy 'Richard Gelfond IRA"			
			Table II -	Deriv (e.a	ative puts	Sec	uriti Is. w	ies Acqu arrants.	ired, I optio	Disp	osed of, convertib	or Bend	eficia irities	lly O	wned					
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution I if any (Month/Day	d Date,	4. Transa Code (1 8)	ction	5. Number of Contractive Expiration			Exerc on Da	isable and te	7. Title ai of Securi Underlyii Derivativ (Instr. 3 a	nd Amo ities ng e Secur	unt	8. Price of Derivative Security (Instr. 5)	derivativ Securiti Benefici Owned Followir Reporte	ve Owne es Form: ially Direct or Ind ng (I) (Ins	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership (Instr. 4)	
					Code	ode V		(D)	Date Exercis	able	Expiration Date	Title	Amou Numb Share	er of		Transaci (Instr. 4)				
stock appreciation rights	\$6.86	09/08/2010			М			30,000 ⁽¹⁾	06/30/2	800	12/31/2017	common shares	10,0	00(1)	\$0.00	500,0	000	D		
stock options (to buy)	\$4.85	09/08/2010			С			10,000 ⁽²⁾	10,000 ⁽²⁾ 07/01/2002		04/23/2012	common shares	10,0	00(2)	\$4.85	442,000		D		

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)	Code (5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exerc Expiration Da (Month/Day/V	ate	7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		Transaction(s) (Instr. 4)		
stock options (to buy)	\$4.85	09/09/2010		С			10,000 ⁽²⁾	07/01/2002	04/23/2012	common shares	10,000(2)	\$4.85	432,000	D	
stock options (to buy)	\$4.85	09/10/2010		С			10,000 ⁽²⁾	07/01/2002	04/23/2012	common shares	10,000(2)	\$4.85	422,000	D	

Explanation of Responses:

- 1. Exercise of stock appreciation rights pursuant to Stock Appreciation Rights Automatic Exercise Plan adopted on November 16, 2009. Mr. Gelfond's SARs exercise plan is scheduled to terminate on November 17, 2010.
- 2. Exercise of stock options and sale of common shares pursuant to Rule 10b5-1 Plan adopted on November 16, 2009. Mr. Gelfond's sales plan is scheduled to terminate on November 4, 2010.

Richard L Gelfond 09/10/201

** Signature of Reporting Person Date

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

- * 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.

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 Number.