FORM 4

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington,	D.C.	20549
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL								
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person*  GELFOND RICHARD L															Relationship of Reporting Person(s) to Issuer (Check all applicable)     X Director 10% Owner					
(Last) 110 EAST SUITE 21	(Fir 59TH STF	,	(Middle)			3. Date of Earliest Transaction (Month/Day/Year) 11/09/2010									Officer (give title Other (specify below) below)  Chief Executive Officer					
(Street) NEW YO				-   4. -	4. If Amendment, Date of Original Filed (Month/Day/Year)									Individual or Joint/Group Filing (Check Applicable Line)     X Form filed by One Reporting Person     Form filed by More than One Reporting						
(City)	(St	ate)	(Zip)												Person					
		Та	ble I - No	n-Deri	ivativ	ve S	ecur	ities Acc	uired,	Dis	posed of	, or B	enefi	cially	Owned					
1. Title of Security (Instr. 3)			2. Transaction Date (Month/Day/Yea		- 1	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) of Disposed Of (D) (Instr. 3, 4		or I and 5)	5. Amount of Securities Beneficially Owned Follo Reported	y	orm: Direct D) or Indirect	7. Nature of Indirect Beneficial Ownership (Instr. 4)					
								Code	v	Amount	(A) (D)	or F	rice	Transaction(s) (Instr. 3 and 4)			(iiisti. 4)			
common s	hares			11/0	09/20	10			M		20,000(1	1) <i>A</i>	<u> </u>	\$6.86	246,6	550	D			
common s	hares			11/0	09/201	10			D		20,000(1	1) <b>I</b>		\$22.2	226,6	550	D			
common si	hares														50,000		I	by "Gelfond 2001 Children's Trust"		
common s	hares														25,050		I	by "Pamela Gelfond Trust"		
common s	shares													25,050		I	by "Claudia Gelfond Trust"			
common shares														128,750		I	by "Richard Gelfond IRA"			
											osed of, convertib				wned					
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	Date Exec (Month/Day/Year) if an	3A. Deemed Execution D if any (Month/Day	Date,	4. Transaction Code (Instr. 8)		5. Number of Derivative		6. Date Exerc Expiration Da (Month/Day/Y		te	7. Title and Am of Securities Underlying Derivative Sec (Instr. 3 and 4)		curity	8. Price of Derivative Security (Instr. 5)	9. Number derivative Securities Beneficial Owned Following Reported Transactio	Owners Form: Direct ( or Indii (I) (Inst	D) Beneficial Ownership ect (Instr. 4)		
				c	Code	v	(A)	(D)	Date Exercisa		Expiration Date	Title	Nur	ount or nber of ires		(Instr. 4)				
stock appreciation rights	\$6.86	11/09/2010			M			20,000(1)	06/30/20	008	12/31/2017	commo	20	,000(1)	\$0.00	450,00	0 D			
Explanation	of Beenones						*										•			

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 has terminated.

Richard L Gelfond

11/09/2010

\*\* Signature of Reporting Person

Date

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

- $^{\star}$  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.