FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

<b>STATEMENT</b>	OF CHANGES	IN BENEFICIAL	<b>OWNERSHIP</b>

OMB APPROVAL	OMB AF	PRC	VAL
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3235-0287

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

OMB Number: Estimated average burden 0.5 hours per response:

1. Name and Address of Reporting Person*  GELFOND RICHARD L								e <b>and</b> Ticke		ding S	ymbol		Relationship of Reporting Person(s) to Issuer (Check all applicable)     X Director 10% Owner							
(Last) 110 EAST SUITE 21	(Fii F 59TH STI	,	(Middle)			Date (		iest Transa	ction (M	onth/[	Day/Year)			X Officer (give title Other (specify below)  Chief Executive Officer						
(Street) NEW YO	RK N	ľ	10022		4.	If Ame	endme	ent, Date of	Original	Filed	(Month/Day/	Year)		3. Indiv Line) X	Form file	ed by One	e Repor	Check Appl ting Person One Reporti		
(City)	(St	ate)																		
Table I - No.  1. Title of Security (Instr. 3)			2. Tran	saction	ction 2A. I				ction	4. Securitie	s Acquire	d (A) or	5. Amount Securities		.	6. Ownership Form: Direct	Direct In	. Nature of		
				(Montr	n/Day/Y		if any (Month/Day/Year)	Code (8)	v	Amount	(A) or (D)	Price	<u> </u>	Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)		(D) or Indirect (I) (Instr. 4)	tr. 4) C	Beneficial Ownership (Instr. 4)		
common s	hares			04/0	07/201	0			С		10,000(1	) A	\$2.	.88	446,6	650		D		
common s	hares			04/0	)7/201	10			S		10,000(1	) <b>D</b>	\$18	3.19	436,6	650		D		
common s	hares			04/0	07/201	10			М		30,000(2	() A	\$4.	.34	466,650			D		
common s	hares			04/07/2010		10			D		30,000(2	<sup>2)</sup> D \$1		3.11	436,650		0 D			
common s	hares			04/08/2010		10			С		10,000(1	) A	A \$2		446,650		D			
common s	common shares			04/08/2010		10			S		10,000 <sup>(1)</sup> D		\$1	7.8	436,650		D			
common shares		04/0	04/09/2010				С		10,000 <sup>(1)</sup> A		\$2.	.88	446,650		D					
common shares		04/0	04/09/2010				S		10,000 <sup>(1)</sup> D \$		\$16	5.96	436,650			D				
common shares													50,0	00		I 2	y Gelfond 001 Children's Trust"			
common shares													25,050			I "	y Pamela Gelfond Trust''			
common shares													25,0	50		I "	y Claudia Gelfond Trust''			
common shares													128,7	750		I "	y Richard Gelfond RA''			
			Table II -								osed of, convertib				vned					
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution D if any (Month/Day/	i Date,	4. Transa	ransaction		5. Number of Derivative		6. Date Exerci Expiration Da (Month/Day/Y		isable and te	7. Title and Amof Securities Underlying Derivative Secu (Instr. 3 and 4)		nt	8. Price of Derivative Security (Instr. 5)	9. Number derivative Securities Beneficial Owned Following Reported	re es ally ng	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
					Code	v	(A)	(D)	Date Exercis	able	Expiration Date	Title	Amoun Numbe Shares	r of		(Instr. 4)				
stock options (to buy)	\$2.88	04/07/2010			С			10,000(1)	10/01/2	009	12/11/2018	common shares	10,00	0(1)	\$2.88	370,0	000	D		
stock appreciation rights	\$4.34	04/07/2010			M			30,000 <sup>(2)</sup>	12/31/2	007	02/15/2017	common shares	30,0	00	\$0.00	50,0	00	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)	4. Transa Code ( 8)		Derivative		6. Date Exerc Expiration Day/\(\text{Month/Day/\}\)	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)	\$2.88	04/08/2010		С			10,000 <sup>(1)</sup>	10/01/2009	12/11/2018	common shares	10,000(1)	\$2.88	360,000	D	
stock options (to buy)	\$2.88	04/09/2010		С			10,000 <sup>(1)</sup>	10/01/2009	12/11/2018	common shares	10,000(1)	\$2.88	350,000	D	

## **Explanation of Responses:**

- 1. Exercise of stock options and sale of common shares pursuant to Rule 10b5-1 Plan adopted on November 16, 2009
- 2. Exercise of stock appreciation rights pursuant to Stock Appreciation Rights Automatic Exercise Plan adopted on November 16, 2009.

Richard L Gelfond 04/09/2010

\*\* 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.