Cosentino John A Jr Form 4 May 05, 2010

#### FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

OMB Number:

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response...

if no longer subject to Section 16. Form 4 or Form 5 obligations

Check this box

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

1(b).

(Print or Type Responses)

may continue.

See Instruction

1. Name and Address of Reporting Person \* 5. Relationship of Reporting Person(s) to 2. Issuer Name and Ticker or Trading Cosentino John A Jr Issuer Symbol STURM RUGER & CO INC [RGR] (Check all applicable) (First) (Middle) (Last) 3. Date of Earliest Transaction (Month/Day/Year) \_X\_\_ Director 10% Owner Officer (give title Other (specify C/O STURM RUGER & CO INC., 1 05/03/2010 below) LACEY PLACE 4. If Amendment, Date Original (Street) 6. Individual or Joint/Group Filing(Check Filed(Month/Day/Year) Applicable Line) \_X\_ Form filed by One Reporting Person Form filed by More than One Reporting SOUTHPORT, CT 06890 (City) (Zin) (State)

| (City)           | (State) (Z          | Table              | I - Non-De | erivative S | ecuri     | ties Ac | quired, Disposed ( | of, or Beneficial | ly Owned     |
|------------------|---------------------|--------------------|------------|-------------|-----------|---------|--------------------|-------------------|--------------|
| 1.Title of       | 2. Transaction Date | 2A. Deemed         | 3.         | 4. Securit  | ties      |         | 5. Amount of       | 6. Ownership      | 7. Nature of |
| Security         | (Month/Day/Year)    | Execution Date, if | Transactio | nAcquired   | (A) o     | r       | Securities         | Form: Direct      | Indirect     |
| (Instr. 3)       |                     | any                | Code       | Disposed    | of (D     | )       | Beneficially       | (D) or            | Beneficial   |
|                  |                     | (Month/Day/Year)   | (Instr. 8) | (Instr. 3,  | 4 and     | 5)      | Owned              | Indirect (I)      | Ownership    |
|                  |                     |                    |            |             |           |         | Following          | (Instr. 4)        | (Instr. 4)   |
|                  |                     |                    |            |             | (4)       |         | Reported           |                   |              |
|                  |                     |                    |            |             | (A)       |         | Transaction(s)     |                   |              |
|                  |                     |                    | Code V     | Amount      | or<br>(D) | Price   | (Instr. 3 and 4)   |                   |              |
| Common Stock (1) | 05/03/2010          |                    | A          | 2,503       | A         | \$0     | 78,384             | D                 |              |

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

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 number.

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

#### Edgar Filing: Cosentino John A Jr - Form 4

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transactio<br>Code<br>(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<br>Exercisable                                      | Expiration<br>Date | Title   | Amount<br>or<br>Number<br>of<br>Shares |
| Common<br>Stock<br>(Right to<br>Buy) (2)            | (3)   | 05/03/2010                           |   | A                                      | 2,888   | 05/03/2013   | 05/03/2013         | Common<br>Stock   | 2,888                                  |

# **Reporting Owners**

| Reporting Owner Name / Address   | Relationships |           |         |       |  |  |
|--|---------------|-----------|---------|-------|--|--|
| •  | Director      | 10% Owner | Officer | Other |  |  |
| Cosentino John A Jr<br>C/O STURM RUGER & CO INC.<br>1 LACEY PLACE<br>SOUTHPORT, CT 06890 | X             |           |         |       |  |  |

# **Signatures**

/s/ Leslie M. Gasper, attorney-in-fact 05/05/2010

\*\*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 restricted stock vests and becomes exercisable on the date of the Company's 2011 Annual Meeting
- (2) Restricted Stock Units subject to time-based and other conditions of the award.
- (3) Securities convert to Common Stock on a one-to-one basis on the date vested in accordance with the terms of the award.

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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