

Maynard Steven M
Form 4
August 05, 2011

FORM 4

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

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).

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

(Print or Type Responses)

1. Name and Address of Reporting Person *
Maynard Steven M

(Last) (First) (Middle)

C/O STURM RUGER & CO
INC., 1 LACEY PLACE

(Street)

SOUTHPORT, CT 06890

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

STURM RUGER & CO INC [RGR]

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

08/05/2011

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

____ Director _____ 10% Owner
X Officer (give title below) _____ Other (specify below)

VP of Lean Business Dev.

6. Individual or Joint/Group Filing(Check Applicable Line)

X Form filed by One Reporting Person
____ Form filed by More than One Reporting Person

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 Indirect Beneficial Ownership (Instr. 4) | | | |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|---------|------------------|-------------|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| Common Stock ⁽²⁾ | 08/05/2011 | 08/05/2011 | M ⁽¹⁾ | | 40,000 | A | \$ 13.39 | 126,271 | I ⁽²⁾ | with spouse |
| Common Stock ⁽²⁾ | 08/05/2011 | 08/05/2011 | F ⁽¹⁾ | | 28,463 | D | \$ 27.18 | 97,808 | I ⁽²⁾ | with spouse |
| Common Stock ⁽²⁾ | 08/05/2011 | 08/05/2011 | M ⁽¹⁾ | | 7,500 | A | \$ 13.39 | 105,308 | I ⁽²⁾ | with spouse |
| Common Stock ⁽²⁾ | 08/05/2011 | 08/05/2011 | F ⁽¹⁾ | | 5,337 | D | \$ 27.18 | 99,971 | I ⁽²⁾ | with spouse |

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

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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 |
| Common Stock Option | \$ 13.39 | 08/05/2011 | 08/05/2011 | M ⁽¹⁾ | 40,000 | ⁽³⁾ | 04/24/2017 | Common Stock | 40,000 |
| Employee Stock Option (Right to Buy) | \$ 13.39 | 08/05/2011 | 08/05/2011 | M ⁽¹⁾ | 7,500 | 04/28/2010 | 04/24/2017 | Common Stock | 7,500 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|--------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Maynard Steven M C/O STURM RUGER & CO INC., 1 LACEY PLACE SOUTHPORT, CT 06890 | | | VP of Lean Business Dev. | |

Signatures

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

08/05/2011

**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) Represents cashless exercise of vested stock options.

(2) Includes 13,700 shares held directly by Mr. Maynard, 57,000 shares held by Mr. Maynard's spouse, and the remainder held jointly with Mr. Maynard's spouse.

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1. The options are exercisable in five annual installments of 10,000 shares each. The first four installments became exercisable on April (3) 24, 2008, April 24, 2009, April 24, 2010, and April 24, 2011 respectively, and the remaining installment becomes exercisable on April 24, 2012.

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.