

Professional Diversity Network, Inc.  
Form SC 13G  
November 07, 2014

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

**SCHEDULE 13G**

Under the Securities Exchange Act of 1934

**Professional Diversity Network, Inc.**

(Name of Issuer)

**Common Stock**

(Title of Class of Securities)

**74312Y103**

(CUSIP Number)

**December 31, 2013**

(Date of Event which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

☒ Rule 13d-1(b)

☐ Rule 13d-1(c)

☐ Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 ( Act ) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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CUSIP No. 74312Y103

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|------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|--|
| <b>1.</b>                                                                                            | NAMES OF REPORTING PERSONS<br><br>North Star Investment Management Corp.                                                               |                                    |  |
| <b>2.</b>                                                                                            | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP<br>(SEE INSTRUCTIONS)<br>(a) <input type="checkbox"/><br>(b) <input type="checkbox"/> |                                    |  |
| <b>3.</b>                                                                                            | SEC USE ONLY                                                                                                                           |                                    |  |
| <b>4.</b>                                                                                            | CITIZENSHIP OR PLACE OF ORGANIZATION<br><br>Delaware                                                                                   |                                    |  |
| <b>NUMBER OF<br/>SHARES<br/>BENEFICIALLY<br/>OWNED BY<br/>EACH<br/>REPORTING<br/>PERSON<br/>WITH</b> | <b>5.</b>                                                                                                                              | SOLE VOTING POWER<br>313,300       |  |
|                                                                                                      | <b>6.</b>                                                                                                                              | SHARED VOTING POWER<br>0           |  |
|                                                                                                      | <b>7.</b>                                                                                                                              | SOLE DISPOSITIVE POWER<br>313,300  |  |
|                                                                                                      | <b>8.</b>                                                                                                                              | SHARED DISPOSITIVE POWER<br>40,725 |  |
| <b>9.</b>                                                                                            | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON<br>354,025                                                                |                                    |  |
| <b>10.</b>                                                                                           | CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES<br>(SEE INSTRUCTIONS) <input type="checkbox"/>                        |                                    |  |
| <b>11.</b>                                                                                           | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)<br>5.6% ( <u>See</u> Item 4 below)                                                   |                                    |  |
| <b>12.</b>                                                                                           |                                                                                                                                        |                                    |  |

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|--|---------------------------------------------|
|  | TYPE OF REPORTING PERSON (SEE INSTRUCTIONS) |
|--|---------------------------------------------|

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**CUSIP No. 74312Y103**

**Item 1 (a) Name of Issuer**

Professional Diversity Network, Inc.

**Item 1 (b) Address of Issuer's Principal Executive Offices**

801 W. Adams Street, Suite 600, Chicago, Illinois 60607

**Item 2 (a) Name of Person Filing**

North Star Investment Management Corp.

**Item 2 (b) Address of Principal Business Office or, if None, Residence**

20 N. Wacker Drive, Suite 1416, Chicago, Illinois 60606.

**Item 2 (c) Citizenship**

Delaware

**Item 2 (d) Title of Class of Securities**

Common Stock

**Item 2 (e) CUSIP Number**

74312Y103

**Item 3 If This Statement is Filed Pursuant to Rule 13d-1(b), or 13d-2(b) or (c), Check Whether the Person Filing is a:**

- (a) ☐ Broker or dealer registered under section 15 of the Act (15 U.S.C. 78o);
  - (b) ☐ Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c);
  - (c) ☐ Insurance company as defined in section 3(a)(19) of the Act (15 U.S.C. 78c);
  - (d) ☐ Investment company registered under Section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8);
  - (e) ☒ An investment adviser in accordance with §240.13d-1(b)(1)(ii)(E);
  - (f) ☐ An employee benefit plan or endowment fund in accordance with §240.13d-1(b)(1)(ii)(F);
  - (g) ☐ A parent holding company or control person in accordance with §240.13d-1(b)(1)(ii)(G);
  - (h) ☐ A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
  - (i) ☐ A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act (15 U.S.C. 80a-3);
  - (j) ☐ A non-U.S. institution in accordance with §240.13d-1(b)(1)(ii)(J);
  - (k) ☐ Group, in accordance with §240.13d-1(b)(1)(ii)(K);
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**CUSIP No. 74312Y103**

**Item 4 Ownership**

The information reported below in this Item 4 is as of December 31, 2013. The percentage set forth in Item 4(b) is based on 6,318,227 shares of Common Stock outstanding as of November 12, 2013, as reported in the Issuer's Form 10-Q for the period ended September 30, 2014 (filed November 14, 2013).

- (a) Amount beneficially owned: 354,025
- (b) Percent of class: 5.6%
- (c) Number of shares as to which such person has:
  - (i) Sole power to vote or to direct the vote: 313,300
  - (ii) Shared power to vote or to direct the vote: 0
  - (iii) Sole power to dispose or to direct the disposition: 313,300
  - (iv) Shared power to dispose or to direct the disposition: 40,725

**Item 5 Ownership of Five Percent or Less of a Class**

Not Applicable.

**Item 6 Ownership of More than Five Percent on Behalf of Another Person**

Not Applicable.

**Item 7 Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company**

Not Applicable.

**Item 8 Identification and Classification of Members of the Group**

Not Applicable.

**Item 9 Notice of Dissolution of Group**

Not Applicable.

**Item 10 Certification**

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect, other than activities solely in connection with a nomination under §240.14a -11.

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**Signature**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: November 7, 2014

NORTH STAR INVESTMENT MANAGEMENT CORP.

By: /s/ Peter Gottlieb

Name: Peter Gottlieb

Title: President

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