Maynard Steven M Form 4 March 06, 2013

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB APPROVAL OMB

Number:

3235-0287

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January 31, 2005

0.5

response...

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subject to Section 16. Form 4 or Form 5 obligations may continue.

See Instruction

Check this box

if no longer

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).

Common

Common

Stock

Stock

03/04/2013

03/04/2013

(Print or Type Responses)

| 1. Name and A Maynard St | Symbol | 2. Issuer Name and Ticker or Trading Symbol STURM RUGER & CO INC [RGR] | | | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) | | | |
|--------------------------------------|---|--|---|---|--|---|---|--|
| (Last) | (First) (N | Middle) 3. Date o | f Earliest Tı | ransaction | (Che | ск ан аррисавіє | ;) | |
| C/O STUR | M RUGER & CO CEY PLACE | (Month/I | (Month/Day/Year) 03/04/2013 | | | e title Other below) Lean Business D | | |
| | 4. If Ame | 4. If Amendment, Date Original | | | 6. Individual or Joint/Group Filing(Check | | | |
| SOUTHPO | Filed(Mo | Filed(Month/Day/Year) | | | Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person | | | |
| (City) | (State) | (Zip) Tab | le I - Non-I | Derivative Securities Acq | quired, Disposed o | f, or Beneficial | ly 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 on(A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following | 6. Ownership Form: Direct (D) or Indirect (I) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) | |

Code V Amount

5,647

1,916

 $\mathbf{M}^{(1)}$

 $F^{(1)}$

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.

Reported

14,757

12,841

Transaction(s) (Instr. 3 and 4)

(A)

(D)

Price

56.09

(Instr. 4)

Ι

I

with

with

spouse

spouse

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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. 5. Number Transaction Derivative Code Securities (Instr. 8) 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 (Right to Buy) | \$ 0 (2) | 03/04/2013 | | M <u>(1)</u> | | 5,647 | 03/02/2013 | 03/02/2013 | Common Stock | 5,647 |

Reporting Owners

| Reporting Owner Name / Address | Kelationships |
|--------------------------------|---------------|
|--------------------------------|---------------|

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

03/06/2013

**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) Conversion of restricted stock units upon achievement of time-based vesting requirement, with payroll taxes related to the conversion paid in shares.
- (2) Security converted 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.

Reporting Owners 2