

WONG HELENA  
Form 3  
February 11, 2011

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0104  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

**INITIAL STATEMENT OF 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 * |         | 2. Date of Event Requiring Statement | 3. Issuer Name <b>and</b> Ticker or Trading Symbol |  |
| Â WONG HELENA                             |         | (Month/Day/Year)                     | ROSETTA STONE INC [RST]                            |  |
| (Last)                                    | (First) | (Middle)                             | 4. Relationship of Reporting Person(s) to Issuer   | 5. If Amendment, Date Original Filed(Month/Day/Year)                   |
|   |         |                                      |  |  |
| 1919 NORTH LYNN STREET,Â 7TH FLOOR        |         |                                      | (Check all applicable)                             |  |
| (Street)                                  |         |                                      | <input type="checkbox"/> Director                  | <input type="checkbox"/> 10% Owner                                     |
|   |         |                                      | <input checked="" type="checkbox"/> Officer        | <input type="checkbox"/> Other   |
| ARLINGTON,Â VAÂ 22209                     |         |                                      | (give title below)                                 | (specify below)  |
| (City)                                    | (State) | (Zip)                                | President, International                           |  |
|   |         |                                      |  | 6. Individual or Joint/Group Filing(Check Applicable Line)             |
|   |         |                                      |  | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
|   |         |                                      |  | <input type="checkbox"/> Form filed by More than One Reporting Person  |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
| Common Stock                    | 12,500 <sup>(1)</sup>                                 | D  | Â   |

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

SEC 1473 (7-02)

**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 control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|--|--|---|
|--|--|---|--|--|---|

Edgar Filing: WONG HELENA - Form 3

|                       | Date Exercisable | Expiration Date | Amount or Number of Shares | or Indirect (I) (Instr. 5) |
|-----------------------|------------------|-----------------|----------------------------|----------------------------|
| Employee Stock Option | 01/25/2020       | 01/25/2020      | 45,000                     | \$ 19.85 (3)<br>(4)        |
|                       |                  |                 | Common Stock               | D                          |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                          |       |
|---|---------------|-----------|--------------------------|-------|
|   | Director      | 10% Owner | Officer                  | Other |
| WONG HELENA<br>1919 NORTH LYNN STREET<br>7TH FLOOR<br>ARLINGTON, VA 22209 |               |           | President, International |       |

## Signatures

Michael C. Wu,  
Attorney-in-fact

02/11/2011

Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 5(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).
- In accordance with the Executive Employment Agreement entered into between Rosetta Stone Ltd. and Ms. Wong, effective January 25, 2011, these restricted shares will be subject to forfeiture restrictions that lapse 1/4 per annum beginning one year from January 25, 2011, the date of grant.
- (1) In accordance with the Executive Employment Agreement entered into between Rosetta Stone Ltd. and Ms. Wong, effective January 25, 2011, Ms. Wong received a one-time new hire equity grant of 45,000 stock options. Options vest at a rate of 1/4 per annum.
  - (2) Ms. Wong was designated a Section 16 officer by the Rosetta Stone Inc. Board of Directors on February 4, 2011.
  - (3) In accordance with the action of the Compensation Committee of the Rosetta Stone Inc. Board of Directors on December 14, 2010, the exercise price is equal to the Rosetta Stone Inc. stock price at close of business, January 25, 2011.

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.