SEC Form 4

 \square

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940 OMB APPROVAL
OMB Number: 3235-0287
Estimated average burden
hours per response: 0.5

		Table I - Non-D	erivative Securities Acquired, Disposed of, or Bene	ficially	Owned					
(City) (State) (Zip)		(Zip)			Form filed by More the Person	an One Reporting				
(Street) CORONA	CA	92879	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Indiv Line) X	ridual or Joint/Group Filir Form filed by One Re					
(Last) 1 MONSTER			3. Date of Earliest Transaction (Month/Day/Year) 04/15/2015		Officer (give title below) Vice Chairman ar	Other (specify below)				
1	Iress of Reporting ERG HILTO		2. Issuer Name and Ticker or Trading Symbol <u>Monster Beverage Corp</u> [MNST]		5. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director 10% Owner					

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 Disposed Of	Acquirec (D) (Instr	d (A) or 7. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership	
			Code	v	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)		(Instr. 4)	
Common Stock	04/15/2015		G ⁽¹⁾	v	42,146	D	\$0	829,403 ⁽²⁾	D		
Common Stock	04/17/2015		G ⁽³⁾	v	42,146	A	\$0	871,549	D		
Common Stock								1,881,856	I	By Brandon Limited Partnership No. 1 ⁽⁴⁾	
Common Stock								9,815,648	I	By Brandon Limited Partnership No. 2 ⁽⁴⁾	
Common Stock								34,924	I	By Hilrod Holdings IV, L.P. ⁽⁴⁾	
Common Stock								71,428	I	By Hilrod Holdings V, L.P. ⁽⁴⁾	
Common Stock								107,900	I	By Hilrod Holdings VI, L.P. ⁽⁴⁾	
Common Stock								40,072	I	By Hilrod Holdings VII, L.P. ⁽⁴⁾	
Common Stock								189,528	I	By Hilrod Holdings VIII, L.P. ⁽⁴⁾	
Common Stock	04/20/2015		S ⁽⁵⁾		53,487	D	\$140.263 ⁽⁶⁾	337,726	I	By Hilrod Holdings IX, L.P.	
Common Stock	04/21/2015		S ⁽⁵⁾		83,400	D	\$140.261 ⁽⁷⁾	254,326	I	By Hilrod Holdings IX, L.P.	
Common Stock	04/21/2015		S ⁽⁵⁾		3,200	D	\$141.198 ⁽⁸⁾	251,126	I	By Hilrod Holdings IX, L.P.	
Common Stock	04/22/2015		S ⁽⁵⁾		23,102	D	\$140.033 ⁽⁹⁾	228,024	I	By Hilrod Holdings IX, L.P.	

						1			· ·	cu,	-		Beneficially	1				
1. Title of Security (Instr. 3)				2. Transact Date (Month/Day	e Exe nth/Day/Year) if a			l Date, /Year)	3. Transa Code (8)		4. Securities Disposed Of	f (D) (Instr.	5. Amount of Securities Beneficially Owned Following Reported		6. Ownership Form: Direct (D) or Indirect g (I) (Instr. 4)		7. Nature of Indirect Beneficial Ownership (Instr. 4)	
									Code	v	Amount	(A) or (D)	Price	Transactio (Instr. 3 an				
Common Stock														83,3	06]	[By Hilrod Holdings X, L.P. ⁽⁴⁾
Common Stock													168,4	14		ſ	By Hilrod Holdings XI, L.P. ⁽⁴⁾	
Common Stock												153,5	34]	[By Hilrod Holdings XII, L.P. ⁽⁴⁾		
Common Stock														727,3	54]	[By Hilrod Holdings XIII, L.P. ⁽⁴⁾
Commor	ı Stock													2,000,000 I		[By Hilrod Holdings XIV, L.P. ⁽⁴⁾	
Commor	ı Stock													287,736			[By Hilrod Holdings XV, L.P. ⁽⁴⁾
Common Stock													30,068]	[By RCS 2008 GRAT #2 ⁽⁴⁾	
Common Stock													68,438		I D		By RCS Direct 2011 GRAT ⁽⁴⁾	
			Table								isposed c s, conver		eneficially	Owned				
1. Title of Derivative Security (Instr. 3)	ve Conversion Date Execution I or Exercise (Month/Day/Year) if any		tion Date, Code (In		action	5. Ni	umber	6. Date		isable and	7. Title a	-			tive Owners tities Form: icially Direct (d or India ving (I) (Inst ted action(s)		11. Natur	
					8)		Secu Acqu (A) o Disp of (D	urities uired or osed) r. 3, 4	Expira (Month	tion D	ate	Securitie	s Underlying e Security	8. Price of Derivative Security (Instr. 5)	derivat Securit Benefic Owned Follow Report	tive ties cially l ing red ction(s)	Owners	D) Beneficia D) Ownersh ect (Instr. 4)
					8) Code	v	Secu Acqu (A) o Disp of (D (Inst	urities uired or osed) r. 3, 4		tion Da h/Day/\	ate	Securitie Derivativ	s Underlying e Security	Derivative Security	derivat Securit Benefic Owned Follow Report Transa	tive ties cially l ing red ction(s)	Owners Form: Direct (or Indire	D) Beneficia D) Ownersh ect (Instr. 4)
Employee Stock Option (right to buy)	\$8.435					v	Secu Acqu (A) o Disp of (D (Inst and !	urities uired or osed) r. 3, 4 5)	(Month	tion Da h/Day/ sable	ate rear) Expiration	Securitie Derivativ (Instr. 3 a	s Underlying e Security and 4) Amount or Number of	Derivative Security	derivat Securit Benefic Owned Follow Report Transa (Instr. 4	tive ties cially l ing red ction(s)	Owners Form: Direct (or Indire	D) Beneficia D) Ownersh ect (Instr. 4)
Stock Option (right to	\$8.435 \$15.86					v	Secu Acqu (A) o Disp of (D (Inst and !	urities uired or osed) r. 3, 4 5)	(Month Date Exerci	sable	ear) Expiration Date	Securitie Derivativ (Instr. 3 a Title	s Underlying e Security and 4) Amount or Number of Shares 1,200,000	Derivative Security	derivat Securit Benefit Owned Followi Report Transa (Instr. 4	tive ties cially ing ed ction(s) 4)	Owners Form: Direct (i or Indir (i) (Instr	D) Beneficia D) Ownersh ect (Instr. 4)
Stock Option (right to buy) Employee Stock Option (right to buy) Employee Stock Option (right to						v	Secu Acqu (A) o Disp of (D (Inst and !	urities uired or osed) r. 3, 4 5)	(Month Date Exerci	sable	te (ear) Expiration Date 11/11/2015	Securitie Derivativ (Instr. 3 a Title Common Stock	s Underlying e Security and 4) Amount or Number of Shares 1,200,000 800,000	Derivative Security	derivat Securit Benefic Owned Followi Report Transa (Instr. 4 960	tive cially ing ed ction(s) 4)	Direct () or Indir (I) (Instr	D) Beneficia D) Ownersh ect (Instr. 4)
Stock Option (right to buy) Employee Stock Option (right to	\$15.86						Secu Acqu (A) o Disp of (D (Inst and !	urities uired or osed) r. 3, 4 5)	(Month Date Exerci (1)	sable	ate ('ear)	Securitie Derivativ (Instr. 3 a Title Common Stock Common Stock	s Underlying e Security and 4) Amount or Number of Shares 1,200,000 800,000 500,000	Derivative Security	derivat Securit Benefic Owned Followi Report Transa (Instr. 4 960	ive cially ed ction(s) 4) 0,000	Direct () or Indir () (Instr D	D) Beneficia D) Ownersh ect (Instr. 4)
Stock Option (right to buy) Employee Stock Option (right to buy) Employee Stock Option (right to buy) Employee Stock Option (right to	\$15.86						Secu Acqu (A) o Disp of (D (Inst and !	urities uired or osed) r. 3, 4 5)	(Month Exerci (1: (1:) (1:)	() () () () () () () () () () () () () (ate ('ear)	Securitie Derivativ (Instr. 3 a Title Common Stock Common Stock	s Underlying e Security and 4) Amount or Number of Shares 1,200,000 800,000 500,000 140,000	Derivative Security	derivat Securit Benefic Owned Followi Report Transa (Instr. 4 960	ive ties cially led ction(s) 4) 0,000	Direct () or Indir () (Insti D D D	D) Beneficia D) Ownersh ect (Instr. 4)

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) Code (Instr. 9) 5. Numl 0f Derivat Securit Acquire (A) or Dispose of (D) (Instr. 3) (A) or Dispose of (D) (A) or (A) or Dispose of (D) (A) or (A) or (vative rities lired r osed) r. 3, 4	6. Date Exerc Expiration Da (Month/Day/)			7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	v			Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Employee Stock Option (right to buy)	\$135.48							(14)	03/13/2025	Common Stock	79,200		79,200	D	
Restricted Stock Units	(15)							(16)	(17)	Common Stock	38,100		38,100	D	

Explanation of Responses:

1. Represents shares transferred from the reporting person to a grantor retained annuity trust with an independent trustee.

2. As a result of the distribution of shares, which were previously reported as indirectly beneficially owned by the reporting person, as the proceeds of an in-kind annuity payment from an existing grantor retained annuity trust to the reporting person and a transfer of shares directly to the reporting person, the total amount of shares directly owned increased prior to this transaction.

3. Represents shares transferred to the reporting person as the proceeds of in-kind annuity payments from an existing grantor retained annuity trust with an independent trustee.

4. The reporting person is one of the general partners of each of Brandon Limited Partnership No. 1, Brandon Limited Partnership No. 2, Hilrod Holdings IV, L.P., Hilrod Holdings VI, L.P., Hilrod Holdings VI, L.P., Hilrod Holdings VI, L.P., Hilrod Holdings XI, L.P., Hilrod Holdings XII, L.P., Hilrod Holdings XII, L.P., Hilrod Holdings XIV, L.P., Hilrod Holdings XV, L.P.,

5. Sale of shares pursuant to a Rule 10b5-1 trading plan adopted March 13, 2015.

6. This transaction was executed in multiple trades at prices ranging from \$140.00 to \$140.81. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer of a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

7. This transaction was executed in multiple trades at prices ranging from \$140.00 to \$140.995. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer of a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

8. This transaction was executed in multiple trades at prices ranging from \$141.04 to \$141.32. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer of a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

9. This transaction was executed in multiple trades at prices ranging from \$140.00 to \$140.12. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer of a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

10. Reflects the distribution of shares as the proceeds of an in-kind annuity payment from existing grantor retained annuity trusts and the transfer of shares directly to the reporting person. The shares received from the in-kind annuity payment and direct transfer are directly beneficially owned by the reporting person.

11. The options are currently vested.

12. The remaining options vest in two equal installments on June 3, 2015 and 2016.

13. The options are currently vested with respect to 70,000 shares. The remaining options vest in two equal installments on March 14, 2016 and 2017.

14. The options vest in three equal installments on March 13, 2016, 2017 and 2018.

15. The restricted stock units were granted under the Monster Beverage Corporation 2011 Omnibus Incentive Plan. Each restricted stock unit represents a contingent right to receive one share of the Company's common stock as of the vesting date.

16. The restricted stock units vest in three equal installments on March 13, 2016, 2017 and 2018.

17. Not applicable.

Remarks:

<u>Hilton H. Schlosberg</u> ** Signature of Reporting Person 04/22/2015 Date

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

* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.