SEC Form 4

 \Box

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

	ress of Reporting F			. Issuer Name and Tio Monster Bevera				ationship of Report k all applicable) Director	Issuer Owner	
(Last) 1 MONSTER	(First) WAY	(Middle)		Date of Earliest Tran 1/29/2013	saction (Mon	h/Day/Year)	X	Officer (give title below) Vice Chairm	e Oth belo	,
(Street) CORONA (City)	CA (State)	92879 (Zip)	4	. If Amendment, Date	of Original Fil	ed (Month/Day/Year)	6. Indi Line) X	-	up Filing (Check ne Reporting Pe ore than One Re	rson
		Table I - N	Ion-Derivat	ive Securities A	cquired, D	isposed of, or Benefi	cially	Owned		
1. Title of Securit	y (Instr. 3)		2. Transaction Date (Month/Day/Yea	ar) 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 an	id 5)	5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)

	1	(Month/Day/Year)	8)					Owned Following	(I) (Instr. 4)	(Instr. 4)	
			Code	v	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)		(Instr. 4)	
Common Stock	11/29/2013		S		1,490(1)	D	\$60.04 ⁽²⁾	1,417,922	D		
Common Stock	12/02/2013		S		52,255 ⁽¹⁾	D	\$60.33 ⁽³⁾	1,365,667	D		
Common Stock	12/02/2013		S		3,839(1)	D	\$61.3 ⁽⁴⁾	1,361,828	D		
Common Stock	12/03/2013		S		55,598(1)	D	\$60.45(5)	1,306,230	D		
Common Stock	12/03/2013		S		16,818(1)	D	\$61.09(6)	1,289,412	D		
Common Stock								1,931,856	I	By Brandon Limited Partnership No. 1 ⁽⁷⁾	
Common Stock								9,815,648	I	By Brandon Limited Partnership No. 2 ⁽⁷⁾	
Common Stock								4	I	By HRS Holdings, L.P. ⁽⁷⁾	
Common Stock								4	I	By Hilrod Holdings, L.P. ⁽⁷⁾	
Common Stock								184,924	I	By Hilrod Holdings IV, L.P. ⁽⁷⁾	
Common Stock								71,428	I	By Hilrod Holdings V, L.P. ⁽⁷⁾	
Common Stock								257,900	I	By Hilrod Holdings VI, L.P. ⁽⁷⁾	
Common Stock								40,072	I	By Hilrod Holdings VII, L.P. ⁽⁷⁾	
Common Stock								189,528	I	By Hilrod Holdings VIII, L.P. ⁽⁷⁾	
Common Stock								453,740	I	By Hilrod Holdings IX, L.P. ⁽⁷⁾	

4	0		ble I - N	1					-	u, D				1		6.0	rahir -	Nature 1
1. Title of Security (Instr. 3)				2. Transaction Date (Month/Day/Year)			2A. Deemed Execution Date, if any (Month/Day/Year)		3. Transac Code (Ir 8)	tion nstr.		es Acquired (A) or Of (D) (Instr. 3, 4 and 5)		5. Amount of Securities Beneficially Owned Following		6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		Nature of direct eneficial wnership
									Code	v	Amount	(A) or (D)	Price	Reported Transaction (Instr. 3 and	n(s) d 4)			(Instr. 4)
Common Stock														92,33	32	I	H	y Hilrod Ioldings (, L.P. ⁽⁷⁾
Common Stock														168,4	14	Ι	H	by Hilrod Ioldings II, L.P. ⁽⁷⁾
Common Stock														170,3	56	Ι		by Hilrod foldings TII, L.P. ⁽⁷⁾
Common Stock													30,00	58	I	2	y RCS 008 RAT #2 ⁽⁷	
Commor	1 Stock													149,4	88	Ι	D 2	by RCS Direct 011 GRAT ⁽⁷⁾
			Table I									of, or Be rtible see	neficially curities)	Owned				
1. Title of Derivative Security (Instr. 3) 2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	med 4. Trans Code Day/Year) 8)			of I		6. Date Exercisa Expiration Date (Month/Day/Yea		e	7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Numl derivati Securiti Benefic Owned Followi Reporte Transac (Instr. 4	ive ies ially ng ed ction(s)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4	Beneficia Ownersh (Instr. 4)		
					Code V		(A)	(D)	Date Exercisab	Expiratio		Title	Amount or Number of Shares					
Employee Stock Option (right to buy)	\$3.294								(8)	(03/23/2015	Common Stock	2,400,000		1,904	4,890	D	
Employee Stock Option (right to buy)	\$8.435								(8)	:	11/11/2015	Common Stock	1,200,000		960,	960,000		
Employee Stock Option (right to buy)	\$15.86								(8)	(06/02/2018	Common Stock	800,000		326,	6,304 D		
Employee Stock Option (right to buy)	\$17.82								(9)	1	12/01/2019	Common Stock	500,000		300,	,000	D	
									(10)		06/03/2023	Common	210,000		210,	.000	D	
Employee Stock Option (right to buy)	\$53.96											Stock					2	

Explanation of Responses:

1. Sale of shares pursuant to a Rule 10b5-1 trading plan adopted September 12, 2013.

2. This transaction was executed in multiple trades at prices ranging from \$60.00 to \$60.1225. 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 or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

3. This transaction was executed in multiple trades at prices ranging from \$60.00 to \$61.00. 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 or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

4. This transaction was executed in multiple trades at prices ranging from \$61.01 to \$61.64. 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 or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

5. This transaction was executed in multiple trades at prices ranging from \$60.00 to \$61.00. 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 or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

6. This transaction was executed in multiple trades at prices ranging from \$61.01 to \$61.24. 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 or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

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

8. The options are currently vested.

9. The options are currently vested with respect to 200,000 shares. The remaining options vest on December 1, 2014.

10. The options vest in three equal installments on June 3, 2014, 2015 and 2016.

11. 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.

12. The remaining restricted stock units vest on September 1, 2014.

13. Not applicable.

Remarks:

Hilton H. Schlosberg

<u>12/03/2013</u> Date

** Signature of Reporting Person

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.