SEC Form 4

Common Stock

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FORM 4

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

OMB APPROVAL

OMB Number:	3235-0287
Estimated average burd	en
hours per response:	0.5

Ι

Ι

401,148

83,306

7. Nature of Indirect Beneficial

Ownership (Instr. 4)

By Brandon

Limited Partnership No. 1⁽⁶⁾ By Brandon

Limited Partnership No. 2⁽⁶⁾ By HRS

Holdings, L.P.⁽⁶⁾ By Hilrod Holdings,

L.P.⁽⁶⁾ By Hilrod Holding

IV, L.P.⁽⁶⁾ By Hilrod

Holding V,

L.P.⁽⁶⁾ By Hilrod

Holding VI, L.P.⁽⁶⁾ By Hilrod

Holding VII, L.P.⁽⁶⁾ By Hilrod

Holding VIII, L.P.⁽⁶⁾ By Hilrod

Holding IX, L.P.⁽⁶⁾ By Hilrod

Holding X,

L.P.⁽⁶⁾

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Check this box Section 16. For obligations may		to ST	ATEME	NT (OF CHANG	ES IN	N BI	ENEFICI	AL O	WNE	RS	HIP	Estir	B Number: mated average bu	3235-02 Irden
Instruction 1(b).	Continue. See		Filed	d purs or 3	uant to Section 16(Section 30(h) of the	a) of the Investr	e Secu nent (urities Exchang Company Act o	ge Act of of 1940	1934			noui	rs per response:	
1. Name and Addre		Person*	2. Is	suer Name and Tic onster Bevera	ker or T	rading	Relationship of Reporting Person(s) to Issuer neck all applicable) X Director 10% Owner								
(Last) 1 MONSTER V	(First) VAY	(Middle)		ate of Earliest Trans)1/2014	saction	(Mont	h/Day/Year)	3	Delow)		itle Other (specify below)				
(Street) CORONA CA 92879					Amendment, Date	Form filed I	nt/Group Filing (Check Applicable								
(City)	(State)	(Zip)										Form filed by More than One Re Person			
		Table I - N	lon-Deriva	ative	Securities Ac	quire	d, D	isposed o	f, or B	enefic	cially	Owned			
1. Title of Security	/ (Instr. 3)		2. Transactic Date (Month/Day/		2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transa Code (8)	ction Instr. 4. Securitie Disposed 0		urities Acquired (A) or sed Of (D) (Instr. 3, 4 an			5. Amount of Securities Beneficially Owned Followi	ng	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature o Indirect Beneficial Ownershij (Instr. 4)
						Code	v	Amount	(A) or (D) Pric		Reported Transaction(s) (Instr. 3 and 4)				
Common Stock			10/01/2014			S ⁽¹⁾		765	D	\$91.03 ⁽²⁾		73,815		D	
Common Stock			10/02/20	14		S ⁽¹⁾		581	D	\$ <mark>91</mark> .	06 ⁽³⁾	73,234		D	
Common Stock			10/03/20	14		S ⁽¹⁾		16,209	D	\$ <mark>91</mark> .	45 ⁽⁴⁾	57,025		D	
Common Stock			10/03/20	14		S ⁽¹⁾		10,991	D	\$ <mark>92</mark> .	13 ⁽⁵⁾	46,034		D	
Common Stock												1,881,856	5	Ι	By Brandor Limited Partners No. 1 ⁽⁶⁾
Common Stock												9,815,648	3	I	By Brandor Limited Partners No. 2 ⁽⁶⁾
Common Stock			10/01/20)14		S ⁽¹⁾		4	D	\$9)1	0		Ι	By HRS Holding L.P. ⁽⁶⁾
Common Stock			10/01/20)14		S ⁽¹⁾		4	D	\$9)1	0		I	By Hilro Holding L.P. ⁽⁶⁾
Common Stock												184,924		Ι	By Hilro Holding IV, L.P. ⁽
Common Stock												71,428		Ι	By Hilro Holding L.P. ⁽⁶⁾
Common Stock												257,900		Ι	By Hilro Holding VI, L.P.
Common Stock												40,072		Ι	By Hilro Holding VII, L.P
Common Stock												189,528		I	By Hilro Holding VIII, L.I

		Ta	ble I - N	lon-De	rivativ	/e Se	ecuri	ties A	cquire	d, D	isposed	l of, or E	eneficially	/ Owned								
1. Title of Security (Instr. 3)					2. Transaction Date (Month/Day/Year)			2A. Deemed Execution Date, if any (Month/Day/Year)			4. Securities Acquir Disposed Of (D) (Ins		d (A) or r. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported		6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		7. Nature of ndirect Beneficial Dwnership Instr. 4)				
						Code	v	Amount	(A) or (D)	(A) or (D) Price		n(s) d 4)		ľ								
Common Stock														168,414		I		By Hilrod Holding XI, L.P. ⁽⁶⁾				
Common	Stock													170,356		I		By Hilrod Holding XII, L.P. ⁽⁶⁾				
Common	Stock												800,000		I		By Hilrod Holding XIII, L.P. ⁽⁶⁾					
Common	Stock													2,000,	000	I		By Hilrod Holding XIV, L.P. ⁽⁶⁾				
Common Stock													77,12	21	Ι		By RCS 2009 GRAT #2 ⁽⁶⁾					
Common Stock													35,162		I		By RCS Direct 2010 GRAT ⁽⁶⁾					
Common Stock													1,612		I		By RCS Direct 2010 GRAT #2 ⁽⁶⁾					
			Table I	I - Deri	vative	Sec	uritie	es Ac	quired	, Dis	posed o	of, or Be rtible se	neficially	Owned								
1. Title of Derivative Security (Instr. 3)	Derivative Conversion Date Execution Security or Exercise (Month/Day/Year) if any		3A. Deen Executio if any (Month/D	ned 4. Din Date, Transact Code (In		ction	tion of I		6. Date Exercis Expiration Date (Month/Day/Yea		able and	7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		Derivative deriva Security Securi (Instr. 5) Benefi Owned Follow Repor		rities Form: ficially Direct ed or Indii wing (I) (Inst rted saction(s)		Beneficial Ownership t (Instr. 4)				
					Code	v	(A)	(D)	Date Exercisal		Expiration Date	Title	Amount or Number of Shares									
Employee Stock Option (right to buy)	\$3.294								(7)	(03/23/2015	Common Stock	2,110,630		1,156	5,884	D					
Employee Stock Option (right to buy)	\$3.294								(7)		(7)		(7)		03/23/2015	Common Stock	289,370		389,	,370	I	By Hilrod Holdings XV, L.P. ⁽⁶⁾
Employee Stock Option (right to buy)	tock pption \$8.435 ight to								(7)		(7)) 11/11/2015		1,200,000		960,	960,000 D				
Employee Stock Option \$15.86 (right to buy)							(7)		06/02/2018	Common Stock	800,000	18		18,912 D								
Employee Stock Option (right to buy)	\$17.82								(8)		12/01/2019	Common Stock	500,000		100,	,000	D					
Employee Stock Option (right to buy)	\$ 53.96								(9)	(06/03/2023	Common Stock	140,000		140,	140,000						
Employee Stock Option (right to buy)	\$53.96								(7)	(06/03/2023	Common Stock	70,000		70,0	000	I	By Hilrod Holdings XV, L.P. ⁽⁶⁾				

	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. Transa Code (8)		of Deriv Secu Acqu (A) o Disp of (D	r osed) r. 3, 4	6. Date Exerc Expiration Da (Month/Day/Y	ate	e and 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	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	(A)	(D)	Date Exercisable			Amount or Number of Shares				
Employee Stock Option (right to buy)	\$70.06							(10)	03/14/2024	Common Stock	210,000		210,000	D	

Explanation of Responses:

1. Sale of shares pursuant to a Rule 10b5-1 trading plan adopted September 12, 2014.

2. This transaction was executed in multiple trades at prices ranging from \$91.00 to \$91.11. 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 \$91.00 to \$91.28. 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 \$91.00 to \$92.00. 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.

5. This transaction was executed in multiple trades at prices ranging from \$92.01 to \$92.50. 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. 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, L.P., Hilrod Holdings IV, L.P., Hilrod Holdings VI, L.P., Hilrod Holdings VI, L.P., Hilrod Holdings VI, L.P., Hilrod Holdings VII, L.P., Hilrod Holdings VIII, L.P., Hilrod Holdings VII, L.P., Hilrod Holdings XII, L.P., Hilrod Holdings XI, L.P., Hilrod Holdings XI, L.P., Hilrod Holdings XI, L.P., Hilrod Holdings XII, L.P., Hilrod Ho

7. The options are currently vested.

8. The remaining options vest on December 1, 2014.

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

10. The options vest in three equal installments on March 14, 2015, 2016 and 2017.

Remarks:

<u>Rodney C. Sacks</u>

10/03/2014

** Signature of Reporting Person 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.