

SYNCHRONOSS TECHNOLOGIES INC  
Form 8-K  
March 17, 2010

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

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of Earliest Event Reported):

March 11, 2010

SYNCHRONOSS TECHNOLOGIES, INC.

(Exact name of registrant as specified in its charter)

Delaware

000-52049

06-1594540

(State or other jurisdiction  
of incorporation)

(Commission  
File Number)

(I.R.S. Employer  
Identification No.)

750 Route 202 South, Suite 600, Bridgewater,  
New Jersey

08807

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code:

(866) 620-3940

Not Applicable

Former name or former address, if changed since last report

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))



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**Item 8.01 Other Events.**

On March 11, 2010, Lawrence R. Irving, Chief Financial Officer of Synchronoss Technologies, Inc. (the "Company"), and Robert Garcia, Chief Operating Officer of the Company, adopted Rule 10b5-1 trading plans (the "Plans") with a brokerage firm to sell up to approximately 56,000 and 34,000 shares of the Company's common stock, respectively. The Plans are intended to satisfy the requirements of Rule 10b5-1 of the Securities Exchange Act of 1934 and were adopted in accordance with the Company's policies regarding securities transactions. Each of the Plans is scheduled to terminate in August 2010.

The Plans were adopted in order to allow Messrs. Irving and Garcia to sell a small portion of their Company common stock over time as part of their estate planning which includes satisfying tax requirements. The transactions under the Plans will be disclosed publicly through Form 4 filings with the Securities and Exchange Commission.

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

*March 16, 2010*

SYNCHRONOSS TECHNOLOGIES, INC.

By: */s/ Stephen G. Waldis*

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*Name: Stephen G. Waldis  
Title: Chairman of the Board of Directors, President and  
Chief Executive Officer*