

Lang Mark  
Form 4  
February 29, 2012

**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 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

**OMB APPROVAL**

OMB  
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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Lang Mark

(Last) (First) (Middle)

C/O STURM, RUGER &  
COMPANY, INC., ONE LACEY  
PLACE

(Street)

SOUTHPORT, CT 06890

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol

STURM RUGER & CO INC [RGR]

3. Date of Earliest Transaction  
(Month/Day/Year)

02/28/2012

4. If Amendment, Date Original  
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_X\_\_ Officer (give title \_\_\_\_ Other (specify  
below) below)

Group Vice President

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_X\_\_ Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting  
Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities<br>Acquired (A) or<br>Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------|
|                                       |                                         |                                                             | Code                                 | V Amount (D) Price                                                         |                                                                                                                    |                                                                      |                                                                   |

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

**Persons who respond to the collection of  
information contained in this form are not  
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SEC 1474  
(9-02)

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

| 1. Title of<br>Derivative | 2. Conversion | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if | 4. Transaction of Derivative | 5. Number | 6. Date Exercisable and Expiration<br>Date | 7. Title and Amount<br>Underlying Security |
|---------------------------|---------------|-----------------------------------------|----------------------------------|------------------------------|-----------|--------------------------------------------|--------------------------------------------|
|---------------------------|---------------|-----------------------------------------|----------------------------------|------------------------------|-----------|--------------------------------------------|--------------------------------------------|

## Edgar Filing: Lang Mark - Form 4

| Security<br>(Instr. 3)                              | or Exercise<br>Price of<br>Derivative<br>Security | any<br>(Month/Day/Year)   | Code<br>(Instr. 8) | Securities<br>Acquired<br>(A) or<br>Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | (Month/Day/Year) |     | (Instr. 3 and 4)          |                           |                 |                                        |
|-----------------------------------------------------|---------------------------------------------------|---------------------------|--------------------|-----------------------------------------------------------------------------------|------------------|-----|---------------------------|---------------------------|-----------------|----------------------------------------|
|                                                     |                                                   |                           | Code               | V                                                                                 | (A)              | (D) | Date Exercisable          | Expiration Date           | Title           | Amount<br>or<br>Number<br>of<br>Shares |
| Common<br>Stock<br>(Right to<br>Buy) <sup>(1)</sup> | <u>(2)</u>                                        | 02/28/2012 <sup>(3)</sup> | A                  |                                                                                   | 7,389            |     | 03/01/2014 <sup>(3)</sup> | 11/08/2021 <sup>(3)</sup> | Common<br>Stock | 7,389                                  |

## Reporting Owners

| Reporting Owner Name / Address                                                          | Relationships |           |                      |       |
|-----------------------------------------------------------------------------------------|---------------|-----------|----------------------|-------|
|                                                                                         | Director      | 10% Owner | Officer              | Other |
| Lang Mark<br>C/O STURM, RUGER & COMPANY, INC.<br>ONE LACEY PLACE<br>SOUTHPORT, CT 06890 |               |           | Group Vice President |       |

## Signatures

/s/ Leslie M. Gasper,  
attorney-in-fact

\*\*Signature of Reporting Person \_\_\_\_\_ Date \_\_\_\_\_

### Explanation of Responses:

- \* 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).
- (1) Restricted Stock Units subject to performance-based, time-based and other conditions of the award.
- (2) Securities convert to Common Stock on a one-to-one basis on the date vested in accordance with the terms of the award.
- On February 28, 2012, four business days following the release of the Company's 2011 earnings, the performance-based vesting conditions for RSUs awarded in four quarterly tranches in 2011 were determined to have been met. The awards remain subject to a three-year time-based cliff vesting trigger which will be satisfied on March 1, 2014. The quarterly awards expire not later than ten years from their date of grant.
- (3)

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.