

Lang Mark
Form 4
November 09, 2012

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2015
Estimated average burden hours per response... 0.5

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

(Print or Type Responses)

1. Name and Address of Reporting Person *
Lang Mark

2. Issuer Name and Ticker or Trading Symbol
STURM RUGER & CO INC [RGR]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)
11/08/2012

___ Director ___ 10% Owner
 Officer (give title below) ___ Other (specify below)

Group Vice President

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

(Street)

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

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

SOUTHPORT, CT 06890

(City) (State) (Zip)

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

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 Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	Price	
Common Stock ⁽¹⁾	11/08/2012	11/08/2012	M ⁽²⁾		80,000	A \$ 7.97	87,116 D
Common Stock	11/08/2012	11/08/2012	F ⁽²⁾		37,658	D \$ 47.68	49,458 D
Common Stock	11/08/2012	11/08/2012	M ⁽²⁾		15,000	A \$ 8.23	64,458 D
Common Stock	11/08/2012	11/08/2012	F ⁽²⁾		7,113	D \$ 47.68	57,345 D
Common Stock	11/08/2012	11/08/2012	M ⁽²⁾		5,864	A \$ 8.69	63,209 D

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Common Stock 11/08/2012 11/08/2012 F(2) 2,817 D \$ 47.68 60,392 D

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

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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)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Share
Common Stock (Right to Buy) ⁽¹⁾	\$ 7.97	11/08/2012	11/08/2012	<u>M</u> (2)		80,000		⁽¹⁾	03/03/2018	Common Stock	80,000
Employee Stock Option (Right to Buy)	\$ 8.23	11/08/2012	11/08/2012	<u>M</u> (2)		15,000		04/28/2009	04/28/2018	Common Stock	15,000
Employee Stock Option (Right to Buy)	\$ 8.69	11/08/2012	11/08/2012	<u>M</u> (2)		5,864		03/02/2010	03/02/2019	Common Stock	5,864

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Lang Mark
C/O STURM, RUGER & COMPANY, INC.
ONE LACEY PLACE
SOUTHPORT, CT 06890

Group Vice President

Signatures

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

11/09/2012

__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).

The options are exercisable in five annual installments of 20,000 shares each. The first installment became exercisable on March 3, 2009, (1) the second on March 3, 2010 and the third on March 3, 2011, and the fourth on March 3, 2012. The fifth and final installment become exercisable on March 3, 2013.

- (2) Represents cashless exercise of vested stock options.

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

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