

Hartnett Jennifer E  
Form 3  
December 11, 2012

# FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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## INITIAL STATEMENT OF 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 \*

Â Hartnett Jennifer E  
(Last) (First) (Middle)

C/O 555 SW 12TH  
AVENUE,Â SUITE 210

(Street)

POMPANO  
BEACH,Â FLÂ 33069

(City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)  
12/11/2012

3. Issuer Name **and** Ticker or Trading Symbol  
EDIETS COM INC [DIET]

4. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

☐ Director ☐ 10% Owner  
☒ Officer ☐ Other  
(give title below) (specify below)  
Chief Executive Officer

5. 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

### Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security  
(Instr. 4)

2. Amount of Securities Beneficially Owned  
(Instr. 4)

3. Ownership Form:  
Direct (D)  
or Indirect (I)  
(Instr. 5)

4. Nature of Indirect Beneficial Ownership  
(Instr. 5)

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

SEC 1473 (7-02)

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### Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security  
(Instr. 4)

2. Date Exercisable and Expiration Date  
(Month/Day/Year)

Date Exercisable Expiration Date

3. Title and Amount of Securities Underlying Derivative Security  
(Instr. 4)

Title Amount or Number of Shares

4. Conversion or Exercise Price of Derivative Security

5. Ownership Form of Derivative Security:  
Direct (D)  
or Indirect (I)

6. Nature of Indirect Beneficial Ownership  
(Instr. 5)

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(Instr. 5)

Stock Options (right to buy)	Â (1)	02/07/2021	Common Stock	25,000	\$ 1.75	D	Â
Stock Options (right to buy)	Â (2)	03/15/2021	Common Stock	5,000	\$ 2.85	D	Â
Stock Options (right to buy)	Â (3)	12/20/2021	Common Stock	150,000	\$ 0.27	D	Â
Stock Options (right to buy)	05/16/2012	02/16/2022	Common Stock	40,000	\$ 0.55	D	Â
Stock Options (right to buy)	09/20/2012	06/22/2022	Common Stock	30,000	\$ 0.32	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Hartnett Jennifer E C/O 555 SW 12TH AVENUE SUITE 210 POMPANO BEACH, FL 33069	Â	Â	Â Chief Executive Officer	Â

## Signatures

/s/ Jennifer E.  
Hartnett

12/11/2012

\_\_Signature of  
Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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) Exercisable according to the following vesting schedule: 8,250 beginning on February 7, 2012; 8,250 beginning on February 7, 2013 and 8,500 beginning on February 7, 2014.
- (2) Exercisable according to the following vesting schedule: 1,650 beginning on March 15, 2012; 1,650 beginning on March 15, 2013 and 1,700 beginning on March 15, 2014.
- (3) Exercisable according to the following vesting schedule: 49,500 beginning on December 20, 2012; 49,500 beginning on December 20, 2013 and 51,000 beginning on December 20, 2014.

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.