Edgar Filing: RUPRECHT WILLIAM F - Form 4

RUPRECHT	WILLIAM F										
Form 4											
September 22	2, 2006										
									OMB APPROVAL		
	FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549							OMB Number:	3235-0287		
Check thi				U					Expires:	January 31,	
if no long subject to		EMENT O	F CHAN	IGES IN BENEFICIAL OW				NERSHIP OF	·	2005	
	Section 16. SECUR				RITIES				Estimated average burden hours per		
Form 4 or									response 0		
Form 5	Filed p	oursuant to	Section 10	6(a) of the	ne Securit	ies Ex	kchang	ge Act of 1934,			
obligation		17(a) of the	Public Ut	ility Hol	ding Con	ipany	Acto	of 1935 or Section	on		
may conti <i>See</i> Instru 1(b).		30(h)) of the In	vestment	t Compan	y Act	of 19	40			
(Print or Type R	lesponses)										
				2. Issuer Name and Ticker or Trading Symbol				5. Relationship of Reporting Person(s) to Issuer			
			SOTHE	BYS [BI	[D]			(Cha	ck all applicabl	2)	
(Last)	(First)	(Middle)	3. Date of	Earliest T	ransaction			(Che	ck an applicabl	6)	
(Month			(Month/D	Month/Day/Year)				_X_ Director10% Owner			
			09/21/2006					XOfficer (give titleOther (specify below)			
								· · · · · · · · · · · · · · · · · · ·	EO & President		
	(Street)		4 If Amo	ndmant D	ata Omiaina					n a (Chaala	
				ith/Day/Yea	ate Origina	l		6. Individual or Joint/Group Filing(Check Applicable Line)			
			1 med (wion	un/Day/1ca	1)			_X_Form filed by	One Reporting P	erson	
NEW YORK	K, NY 10021								More than One R		
(City)	(State)	(Zip)	Table	e I - Non-l	Derivative	Securi	ties Ac	quired, Disposed o	of, or Beneficia	lly Owned	
1.Title of	2. Transaction			3.	4. Secur			5. Amount of	6. Ownership		
Security (Instr. 3)	(Month/Day/Ye		ion Date, if TransactionAcquired (A) or				Securities Beneficially	Form: Direct	Indirect Beneficial		
(11180.3)		any (Month	CodeDisposed of (D)/Day/Year)(Instr. 8)(Instr. 3, 4 and 5)					Owned		Ownership	
		(j)	((-)	Following	(Instr. 4)	(Instr. 4)	
						(A)		Reported			
						or		Transaction(s)			
				Code V	V Amount		Price	(Instr. 3 and 4)			
Common Stock	09/21/2006			S	1,000	D	\$ 31	660,317 <u>(1)</u>	D		

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 required to respond unless the form displays a currently valid OMB control number.

 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. Transact Code (Instr. 8)	5. tionNumber of) Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Expiration I (Month/Day e	6. Date Exercisable and Expiration Date (Month/Day/Year)		and t of ving es and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr
				Code N	V (A) (D)	Date Exercisable	Expiration Date	o Title N o	Amount or Jumber of Shares		

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Reporting Owners

Reporting Owner Name / Addro	ess	Relationships							
	Director	10% Owner	Officer	Other					
RUPRECHT WILLIAM F 1334 YORK AVENUE NEW YORK, NY 10021	X		CEO & President						
Signatures									
/s/ William Ruprecht	09/22/2006								

<u>**</u>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) Includes 605,139 shares of unvested restricted stock

Remarks:

The transaction reported on this Form 4 was pursuant to a 10b5-1 plan entered into by Mr. Ruprecht on June 14, 2006.

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.