

Luks Ronald  
Form 4  
March 06, 2013

# FORM 4

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

OMB APPROVAL

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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 \*  
Luks Ronald

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
499 PEACOCK LANE NORTH  
  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/28/2013

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

JUPITER, FL 33458

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

(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 Ownership (Instr. 4)
Common Stock	02/28/2013		D	6,028	D (2) 0 (2)	D	

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

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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)

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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 Shares
Stock Options (right to buy)	\$ 16.85	02/28/2013		D	5,399	<u>(1)</u>	01/02/2014	Common Stock	5,399
Stock Options (right to buy)	\$ 14.05	02/28/2013		D	5,000	<u>(1)</u>	07/15/2014	Common Stock	5,000
Stock Options (right to buy)	\$ 14.8	02/28/2013		D	2,500	<u>(1)</u>	07/19/2014	Common Stock	2,500
Stock Options (right to buy)	\$ 21.6	02/28/2013		D	2,500	<u>(1)</u>	01/03/2015	Common Stock	2,500
Stock Options (right to buy)	\$ 4.719	02/28/2013		D	5,000	<u>(1)</u>	06/24/2019	Common Stock	5,000
Stock Options (right to buy)	\$ 4.925	02/28/2013		D	2,000	<u>(1)</u>	07/28/2019	Common Stock	2,000
Stock Options (right to buy)	\$ 7.65	02/28/2013		D	5,000	<u>(1)</u>	11/19/2019	Common Stock	5,000
Stock Options (right to buy)	\$ 6.95	02/28/2013		D	17,513	<u>(1)</u>	01/04/2020	Common Stock	17,513
Stock Options (right to buy)	\$ 5	02/28/2013		D	5,000	<u>(3)</u>	08/23/2020	Common Stock	5,000

Stock Options (right to buy)	\$ 2.85	02/28/2013		D	50,000	<u>(1)</u>	03/15/2021	Common Stock	50,000
Stock Options (right to buy)	\$ 0.55	02/28/2013		D	50,000	<u>(1)</u>	02/16/2022	Common Stock	50,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Luks Ronald 499 PEACOCK LANE NORTH JUPITER, FL 33458		X		

## Signatures

/s/ Ronald Luks                      03/06/2013  
 \*\*Signature of                      Date  
 Reporting Person

## 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) These options are immediately exercisable.  
 These shares were exchanged at the effective time of the merger (the "Merger") for an aggregate of 7,636 shares of As Seen On TV, Inc. Common Stock at a conversion ratio of 1.2667 shares of As Seen On TV, Inc. Common Stock per share of eDiets Common Stock, with a market value of \$0.48 per share on the effective date of the Merger.
- (3) Exercisable according to the following vesting schedule: 1,650 beginning on August 23, 2011; 1,650 beginning on August 23, 2012 and 1,700 beginning on August 23, 2013.
- (4) These derivative securities were assumed by As Seen On TV, Inc. at the effective time of the Merger. The number of shares issuable upon conversion and exercise price were converted based upon a conversion ratio of 1.2667.

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.