

EDIETS COM INC  
Form 4  
March 07, 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 \*  
DORETTI ROBERT L

(Last) (First) (Middle)

PO BOX 227

(Street)

CENTER HARBOR, NH 03226

(City) (State) (Zip)

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

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

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

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 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                              | 413 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                              |   | 10,258   |     | <u>(1)</u>  | 01/02/2014      | Common Stock | 10,258                     |
| 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)               | \$ 14.05   | 02/28/2013                           |  | D                              |   | 7,500  |     | <u>(1)</u>  | 07/15/2014      | Common Stock | 7,500                      |
| 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)               | \$ 5   | 02/28/2013                           |  | D                              |   | 5,000  |     | <u>(4)</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 |
| DORETTI ROBERT L<br>PO BOX 227<br>CENTER HARBOR, NH 03226 |               | X         |         |       |

## Signatures

/s/ Robert L.  
Doretti

03/07/2013

    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) These options are immediately exercisable.  
These shares were exchanged at the effective time of the merger (the "Merger") for an aggregate of 523 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.
- (2) 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) 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.
- (4) 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.

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.