#### Edgar Filing: WEINBERG DAVID - Form 4

WEINBERC Form 4	J DAVID									
November 0										
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549							OMB AI OMB Number:	PROVAL 3235-0287		
Check th if no long subject to Section 1 Form 5 obligatio may com See Instr 1(b).	ger o <b>STATEM</b> 16. or Filed purs tinue. Section 17(a	ENT OF CHA	C CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES ection 16(a) of the Securities Exchange Act of 1934, Public Utility Holding Company Act of 1935 or Sectio of the Investment Company Act of 1940						Lanuary 31Expires:2005Estimated averageburden hours perresponse0.5	
(Print or Type ]	Responses)									
1. Name and A WEINBER	Address of Reporting F G DAVID	Symbo	uer Name <b>and</b> d CHERS USA			g	5. Relationship of Issuer	Reporting Pers		
(Last) (First) (Middle) 228 MANHATTAN BEACH BLVD.			3. Date of Earliest Transaction (Month/Day/Year) 11/02/2011				X Director 10% Owner X Officer (give title Other (specify below) below) Chief Operating Officer			
			4. If Amendment, Date Original Filed(Month/Day/Year)				<ul> <li>6. Individual or Joint/Group Filing(Check Applicable Line)</li> <li>_X_ Form filed by One Reporting Person</li> <li> Form filed by More than One Reporting Person</li> </ul>			
(City)	(State) (	(Zip) Ta	able I - Non-D	erivative S	ecurit	ties Aca	uired, Disposed of	. or Beneficial	lv Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		3. if Transactic Code r) (Instr. 8)	4. Securit on(A) or Dis (Instr. 3, 4)	ies Ac sposed	quired of (D)	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	
Class A Common Stock				<i>i</i> mount		Thee	107,438.09	D (1)		
Class A Common Stock	11/02/2011		F	16,306	D	\$ 14.5	67,028	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. Transactio Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	7. Titl Amou Under Secur (Instr.	int of lying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

# **Reporting Owners**

Reporting Owner Name / Address	Relationships					
	Director	10% Owner	Officer	Other		
WEINBERG DAVID 228 MANHATTAN BEACH BLVD. MANHATTAN BEACH, CA 90266	Х		Chief Operating Officer			
<b></b>						

## Signatures

David Weinberg	11/03/2011		
<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) Shares held by The David Weinberg Trust dated September 7, 2000, of which David Weinberg is sole beneficiary and trustee, and therefore Mr. Weinberg is deemed to own the securities directly.

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.