Broadway Fred

September 06, 20		гр статі	S SECUDITIES ANI	л <b>бусн</b> а	NCE COM	MISSIO		
FORM 3	UNIII	ED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549				OMB OMB Number:	2235-0104 3235-0104	
	INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF					Expires:	January 31	
		17(a) of the	SECURIT Section 16(a) of the S Public Utility Holdin a) of the Investment Co	ecurities E g Compan	y Act of 1935			irs per
(Print or Type Respo	onses)							
1. Name and Addres Broadway Fr	-	ting Person <u>*</u>	Requiring Statement		ame <b>and</b> Ticker et, Inc. [BEA	-	Symbol	
(Last) (I	First)	(Middle)	(Month/Day/Year) 09/05/2012	4. Relationship of Reporting Person(s) to Issuer			5. If Amendment, Date Original Filed(Month/Day/Year)	
227 WASHING	TON ST,	STE 210		(Cha)	k all applicable	<b>`</b>		
(5	Street)			Direct		6. Owner Fil	Individual or Joi ing(Check Applic _ Form filed by Or	able Line)
CONSHOHOCI	KEN, PA	AÂ 19428		(give title be	low) (specify be /P-Marketing	low) Per	-son Form filed by Mo porting Person	
(City) (S	State)	(Zip)	Table I - N	on-Deriva	ative Securit	ies Benef	ficially Owne	d
1.Title of Security (Instr. 4)			2. Amount of Beneficially C (Instr. 4)		3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature o Ownership (Instr. 5)	of Indirect Benef	ĭcial
Common			35,077 <u>(1)</u>		D	Â		
Reminder: Report or owned directly or in	-	line for each	class of securities beneficia	lly S	SEC 1473 (7-02)	)		
	informat required	ion contain to respond	nd to the collection of ed in this form are not I unless the form displa B control number.	ys a				
Table	II - Deriva	ative Securiti	es Beneficially Owned (e.g	., puts, calls	, warrants, opt	ions, conve	ertible securities	;)

1. Title of Derivative Security	2. Date Exercisable and		3. Title and Amount of		4.	5.	6. Nature of Indirect
(Instr. 4)	Expiration Date (Month/Day/Year)		Securities Underlying		Conversion	Ownership	Beneficial
			Derivative Security (Instr. 4)		or Exercise	Form of	Ownership
					Price of	Derivative	(Instr. 5)
	Date Expiration Exercisable Date	Expiration Date	Title	Amount or Number of Shares	Derivative	Security:	
					Security	Direct (D)	
						or Indirect	
						(I)	

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						(Instr. 5)	
Stock Option (right to buy)	12/15/2009	06/29/2019	Common	40,000	\$ 16.59	D	Â
Stock Option (right to buy)	( <u>3)</u>	08/12/2019	Common	10,000	\$ 6.95	D	Â
Stock Option (right to buy)	(2)	05/10/2020	Common	4,158	\$ 8.79	D	Â
Stock Option (right to buy)	(2)	03/04/2021	Common	9,238	\$ 4.67	D	Â
Stock Option (right to buy)	( <u>3)</u>	03/04/2021	Common	30,000	\$ 4.67	D	Â
Stock Option (right to buy)	(2)	02/21/2022	Common	26,963	\$ 2.8	D	Â

## **Reporting Owners**

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
Broadway Fred 227 WASHINGTON ST, STE 210 CONSHOHOCKEN, PA 19428	Â	Â	SVP-Marketing	Â			
Signatures							
/s/ Peter Ferola by Power of Attorney	09/	06/2012					

Date

\*\*Signature of Reporting Person

## **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).

Represents shares of the Issuer's common stock underlying restricted stock units (RSUs) awarded to the Reporting Person. The RSUs will
(1) vest in full on the third anniversary of the grant date, subject to accelerated vesting upon certain terminations of employment following certain corporate transactions involving the Issuer. The shares of common stock underlying the RSUs will be issued when the RSUs vest.

- (2) The shares shall vest at the rate of twenty-five percent (25%) on December 31 and on each of the first, second, and third anniversaries of the Vest Commencement Date, provided that the Optionholder remains in continuous service through the applicable vesting date.
- (3) Twenty-five (25%) of the shares subject to the option shall vest in four equal annual installments commencing on the first anniversary of the grant date.

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.