

ISGUR LEE S  
Form 4  
February 09, 2011

**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 \*  
ISGUR LEE S

(Last) (First) (Middle)  
ONE CEDAR LANE  
(Street)  
WOODSIDE, CA 94062  
(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/07/2011

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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| Common Stock                    |                                      |  |                                |   | 563,275   | D  |   |
| Common Stock                    |                                      |  |                                |   | 2,000   | I  | By Gilbert Isgur Trust                                |
| Common Stock                    | 02/07/2011                           |  | P                              | 242,424 A   | \$ 242,424<br>0.4125  | D  |   |

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

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(9-02)

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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. 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 Number Shares |
| Stock Options (right to buy)               | \$ 6.065   |                                      |  |                                |   | <u>(1)</u>   | 01/03/2011  | Common Stock | 12,500               |
| Stock Options (right to buy)               | \$ 3.22  |                                      |  |                                |   | <u>(1)</u>   | 10/03/2011  | Common Stock | 37,500               |
| Stock Options (right to buy)               | \$ 3.79  |                                      |  |                                |   | <u>(1)</u>   | 04/02/2012  | Common Stock | 49,080               |
| Stock Options (right to buy)               | \$ 6.03  |                                      |  |                                |   | <u>(1)</u>   | 01/02/2013  | Common Stock | 33,180               |
| Stock Options (right to buy)               | \$ 3.37  |                                      |  |                                |   | <u>(1)</u>   | 01/02/2014  | Common Stock | 59,380               |
| Stock Options (right to buy)               | \$ 2.81  |                                      |  |                                |   | <u>(1)</u>   | 07/15/2014  | Common Stock | 12,500               |
| Stock Options (right to buy)               | \$ 2.96  |                                      |  |                                |   | <u>(1)</u>   | 07/19/2014  | Common Stock | 12,500               |
| Stock Options (right to buy)               | \$ 4.32  |                                      |  |                                |   | <u>(1)</u>   | 01/02/2015  | Common Stock | 12,500               |

|                              |           |            |  |   |         |            |                       |              |         |
|------------------------------|-----------|------------|--|---|---------|------------|-----------------------|--------------|---------|
| Stock Options (right to buy) | \$ 0.9438 |            |  |   |         | <u>(2)</u> | 06/24/2019            | Common Stock | 25,000  |
| Warrants                     | \$ 1.2    |            |  |   |         |            | 07/15/2009 07/15/2019 | Common Stock | 45,000  |
| Stock Options (right to buy) | \$ 0.985  |            |  |   |         | <u>(1)</u> | 07/28/2019            | Common Stock | 7,714   |
| Warrants                     | \$ 1.2    |            |  |   |         |            | 09/11/2009 09/11/2019 | Common Stock | 42,450  |
| Stock Options (right to buy) | \$ 1.53   |            |  |   |         | <u>(3)</u> | 11/19/2019            | Common Stock | 25,000  |
| Stock Options (right to buy) | \$ 1.39   |            |  |   |         |            | 12/31/2010 01/04/2020 | Common Stock | 46,080  |
| Stock Options (right to buy) | \$ 1.39   |            |  |   |         | <u>(4)</u> | 01/04/2020            | Common Stock | 36,860  |
| Stock Options (right to buy) | \$ 1.39   |            |  |   |         | <u>(4)</u> | 01/04/2020            | Common Stock | 13,820  |
| Stock Options (right to buy) | \$ 1.39   |            |  |   |         | <u>(4)</u> | 01/04/2020            | Common Stock | 13,820  |
| Stock Options (right to buy) | \$ 1      |            |  |   |         | <u>(5)</u> | 08/23/2020            | Common Stock | 25,000  |
| Warrants                     | \$ 0.3535 | 02/07/2011 |  | P | 121,212 |            | 02/07/2011 02/07/2014 | Common Stock | 121,212 |

## Reporting Owners

| Reporting Owner Name / Address | Relationships |           |         |       |
|--------------------------------|---------------|-----------|---------|-------|
|                                | Director      | 10% Owner | Officer | Other |
|                                | X             |           |         |       |

ISGUR LEE S  
ONE CEDAR LANE  
WOODSIDE, CA 94062

## Signatures

/s/ Lee S. Isgur

02/09/2011

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.
- (2) Exercisable according to the following vesting schedule: 8,250 beginning on June 24, 2010; 8,250 beginning on June 24, 2011 and 8,500 beginning on June 24, 2012.
- (3) Exercisable according to the following vesting schedule: 8,250 beginning on November 19, 2010; 8,250 beginning on November 19, 2011 and 8,500 beginning on November 19, 2012.
- (4) Exercisable according to the following vesting schedule: 25% vested on January 4, 2010; 25% vested on April 1, 2010; 25% vested on July 1, 2010; and 25% will vest on October 1, 2010.
- (5) Exercisable according to the following vesting schedule: 8,250 beginning on August 23, 2011; 8,250 beginning on August 23, 2012 and 8,500 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.

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