

Ekstrom Eward D
Form 4
December 07, 2010

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 *
Ekstrom Eward D

2. Issuer Name and Ticker or Trading Symbol
Zagg INC [ZAGG]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
6120 VERNESS CV
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
12/03/2010

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

HOLLADAY, UT 84121

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	12/03/2010		M	25,000 A	\$ 5.05 25,000	D	
Common Stock	12/03/2010		S	25,000 D	\$ 7.232 0 (1)	D	
Common Stock	12/06/2010		M	48,333 A	\$ 5.05 48,333	D	
Common Stock	12/06/2010		S	48,333 D	\$ 7.363 0 (2)	D	

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

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(9-02)

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)	Amount or Number of Shares
Option to Purchase Common Stock	\$ 5.05	12/03/2010		M	25,000	09/08/2010 ⁽³⁾ 09/09/2014	Common Stock	25,000
Option to Purchase Common Stock	\$ 5.05	12/06/2010		M	48,333	09/08/2010 ⁽³⁾ 09/09/2014	Common Stock	48,333

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Ekstrom Eward D 6120 VERNESS CV HOLLADAY, UT 84121	X			

Signatures

/s/ Edward D.
Ekstrom 12/07/2010

**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).

The price reported is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$7.13 to \$7.30. The reporting person undertakes to provide to the Issuer, any security holder of the Issuer, or to the SEC upon request, full information regarding the number of shares sold at each separate price within the range set forth on this Form 4.

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The price reported is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$7.352 to \$7.40.

- (2) The reporting person undertakes to provide to the Issuer, any security holder of the Issuer, or to the SEC upon request, full information regarding the number of shares sold at each separate price within the range set forth on this Form 4.
- (3) The options vest over three years as follows: 1/3 on September 8, 2010, 1/3 on September 8, 2011 and 1/3 on September 8, 2012.

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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