

OBRIEN BRANDON T  
Form 4  
September 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 \*  
OBRIEN BRANDON T

(Last) (First) (Middle)

3855 SOUTH 500 WEST, SUITE J

(Street)

SALT LAKE CITY, UT 84115

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
09/07/2011

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

Chief Financial Officer

6. Individual or Joint/Group Filing (Check Applicable Line)  
\_X\_ 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)
			Code	V	Amount	(A) or (D)	Price
Common Stock	09/07/2011		X		50,000	A	\$ 0.65 (1)
Common Stock	09/07/2011		S		2,000	D	\$ 14.9305
Common Stock	09/07/2011		S		7,000	D	\$ 14.95
Common Stock	09/07/2011		S		2,500	D	\$ 14.9752
Common Stock	09/07/2011		S		5,000	D	\$ 14.93

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Common Stock	09/07/2011	S	10,000	D	\$ 15	494,353	D
Common Stock	09/08/2011	S	10,000	D	\$ 15.0519	484,353	D
Common Stock	09/08/2011	S	12,700	D	\$ 15.1	471,563	D
Common Stock	09/08/2011	S	1,400	D	\$ 15.13	470,253	D
Common Stock	09/08/2011	S	9,253	D	\$ 14.5737	461,000	D
Common Stock	09/08/2011	S	2,300	D	\$ 14.95	458,700	D
Common Stock	09/08/2011	S	1,296	D	\$ 15.09	457,404	D
Common Stock	09/08/2011	S	1,200	D	\$ 15.07	456,204	D
Common Stock	09/08/2011	S	1,100	D	\$ 15.05	455,104	D
Common Stock	09/08/2011	S	800	D	\$ 14.96	454,304	D
Common Stock	09/08/2011	S	700	D	\$ 14.98	453,604	D
Common Stock	09/08/2011	S	504	D	\$ 15.12	453,100	D
Common Stock	09/08/2011	S	500	D	\$ 14.99	452,600	D
Common Stock	09/08/2011	S	400	D	\$ 15.08	452,200	D
Common Stock	09/08/2011	S	200	D	\$ 15.11	452,000	D
Common Stock	09/08/2011	S	100	D	\$ 14.97	451,900	D
Common Stock	09/08/2011	G <sup>(2)</sup>	<u>10,000</u> <u>(2)</u>	D	\$ 0 <sup>(2)</sup>	441,900	D
Common Stock	09/09/2011	S	3,300	D	\$ 14.5	438,600	D
Common Stock	09/09/2011	S	1,900	D	\$ 14.51	436,700	D
Common Stock	09/09/2011	S	200	D	\$ 14.52	200	D
	09/09/2011	S	200	D		436,300	D

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Common Stock					\$			
					14.5025			
Common Stock	09/09/2011		S	100	D	\$	436,200	D
					14.5075			
Common Stock	09/09/2011		S	100	D	\$ 14.515	436,100	D
Common Stock	09/09/2011		S	100	D	\$ 14.53	436,000	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. 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)		
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
				Code	V (A) (D)				
Options	\$ 0.65	09/07/2011		X	50,000	03/06/2008 03/06/2013	Common Stock	50,000	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
OBRIEN BRANDON T 3855 SOUTH 500 WEST SUITE J SALT LAKE CITY, UT 84115			Chief Financial Officer	

## Signatures

/s/ Brandon T. O'Brien                      09/09/2011

\*\*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) Shares acquired on exercise of stock options.

(2) Mr. O'Brien gifted these shares to charity.

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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