eLong, Inc. Form SC 13G February 14, 2005

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934
(Amendment No) ¹
eLong, Inc.
(Name of Issuer)
Ordinary Shares, par value \$0.01 per share
(Title of Class of Securities)
200120205
290138205
(CUSIP Number)
October 27, 2004
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Edgar Filing: eLong, Inc. - Form SC 13G

" Rule 13d-1(b)			
" Rule 13d-1(c)			
x Rule 13d-1(d)			

The information required in the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 (Act) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

¹ The remainder of this cover page shall be filled out for a reporting person s initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

CUSIP No.	2901382	05 1.	3 G		
	NAMES OF REPORTING PERSONS				
I.R.S. II	DENTIFIC	CATION NO. OF ABOVE PERSONS ((ENTITIES ONLY)		
2 CHECK	Blue R	idge Limited Partnership PROPRIATE BOX IF A MEMBER OI	F A GROUP		
(a) "					
(b) x 3 SEC US	SE ONLY				
4 CITIZEI	NSHIP O	R PLACE OF ORGANIZATION			
	New Y	ork S SOLE VOTING POWER			
NUMBER	OF	0			
SHARE	es 6	SHARED VOTING POWER			
BENEFICIA	ALLY				
OWNED	BY _	1,475,751			
EACH	[7	SOLE DISPOSITIVE POWER			
REPORTI	ING				
PERSO	N 	0			
WITH	8	S SHARED DISPOSITIVE POWER			
9 AGGRE	EGATE A'	1,475,751 MOUNT BENEFICIALLY OWNED E	BY EACH REPORTING PERSON		

5.2%
12 TYPE OF REPORTING PERSON

PN

* SEE INSTRUCTIONS BEFORE FILLING OUT!

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CUSIP No.	2901382	05 13G
1 NAMES	S OF REP	ORTING PERSONS
I.R.S. ID	DENTIFIC	CATION NO. OF ABOVE PERSONS (ENTITIES ONLY)
2 CHECK	Blue R	dge Offshore Master Limited Partnership PROPRIATE BOX IF A MEMBER OF A GROUP
(a) "		
(b) x 3 SEC US	SE ONLY	
4 CITIZEN	NSHIP O	R PLACE OF ORGANIZATION
	Cayma 5	n Islands SOLE VOTING POWER
NUMBER	OF	0
SHARE	es 6	SHARED VOTING POWER
BENEFICIA	ALLY	
OWNED I	BY	458,744
EACH		SOLE DISPOSITIVE POWER
REPORTI	ING	
PERSON	N	0
WITH	8	SHARED DISPOSITIVE POWER
9 AGGRE	EGATE A	458,744 MOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
	458,744 BOX IF	4 THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES

1.6%
12 TYPE OF REPORTING PERSON

PN

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CUSIP No.	29013820	5	13G
1 NAMES	S OF REPO	PRTING PERSONS	
I.R.S. ID	DENTIFIC.	ATION NO. OF ABOVE PERSON	IS (ENTITIES ONLY)
2 CHECK	JAG Ho THE APP	ldings, LLC ROPRIATE BOX IF A MEMBER	OF A GROUP
(a) "			
(b) x 3 SEC US	E ONLY		
4 CITIZEN	NSHIP OR	PLACE OF ORGANIZATION	
	New Yo	ork SOLE VOTING POWER	
NUMBER	. OF	0	
SHARE	s 6	SHARED VOTING POWER	
BENEFICIA	ALLY		
OWNED I	BY	1,475,751	
EACH	7	SOLE DISPOSITIVE POWER	
REPORTI	NG		
PERSON	N	0	
WITH	8	SHARED DISPOSITIVE POWE	ZR .
9 AGGRE	EGATE AN	1,475,751 IOUNT BENEFICIALLY OWNEI	D BY EACH REPORTING PERSON
	1,475,75	51	

5.2%
12 TYPE OF REPORTING PERSON

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* SEE INSTRUCTIONS BEFORE FILLING OUT!

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CUSIP No.	29013820	5	13G
1 NAMES	OF REPO	RTING PERSONS	
I.R.S. ID	DENTIFICA	ATION NO. OF ABOVE PERSON	S (ENTITIES ONLY)
2 CHECK	JAG Off THE APP	shore Holdings, LLC ROPRIATE BOX IF A MEMBER	OF A GROUP
(a) "			
(b) x 3 SEC US	E ONLY		
4 CITIZEN	NSHIP OR	PLACE OF ORGANIZATION	
	New Yo	rk SOLE VOTING POWER	
NUMBER	OF	0	
SHARE	s 6	SHARED VOTING POWER	
BENEFICIA	ALLY		
OWNED I	BY	458,744	
EACH	7	SOLE DISPOSITIVE POWER	
REPORTI	NG		
PERSON	N	0	
WITH	8	SHARED DISPOSITIVE POWE	R
9 AGGRE	EGATE AM	458,744 OUNT BENEFICIALLY OWNEI	O BY EACH REPORTING PERSON
	458,744		

1.6%
12 TYPE OF REPORTING PERSON

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* SEE INSTRUCTIONS BEFORE FILLING OUT!

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CUSIP No.	290138205		13G
1 NAMES	OF REPORT	ING PERSONS	
I.R.S. ID	DENTIFICATI	ON NO. OF ABOVE PERSON	S (ENTITIES ONLY)
		iffin PRIATE BOX IF A MEMBER	OF A GROUP
4 CITIZE	NSHIP OR PL	ACE OF ORGANIZATION	
	United Stat 5 So	es DLE VOTING POWER	
NUMBER	OF	0	
SHARE	6 SI	HARED VOTING POWER	
BENEFICIA	ALLY		
OWNED I	ВҮ	1,934,495	
EACH	7 S	OLE DISPOSITIVE POWER	
REPORTI	NG		
PERSO	N	0	
WITH	8 SI	HARED DISPOSITIVE POWE	ER
9 AGGRE	GATE AMOU 1,934,495	1,934,495 Int beneficially owned	D BY EACH REPORTING PERSON

6.8%
12 TYPE OF REPORTING PERSON

IN

* SEE INSTRUCTIONS BEFORE FILLING OUT!

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1 NAMES OF REPORTING PERSONS LR.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY) RMG Holdings, LLC 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) " (b) X 3 SEC USE ONLY 4 CITIZENSHIP OR PLACE OF ORGANIZATION New York 5 SOLE VOTING POWER NUMBER OF SHARES 6 SHARED VOTING POWER BENEFICIALLY OWNED BY 460,375 EACH 7 SOLE DISPOSITIVE POWER REPORTING PERSON 0 WITH 8 SHARED DISPOSITIVE POWER 460,375 9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON	CUSIP No.	29013820	5 1	3G
RMG Holdings, LLC 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) " (b) x 3 SEC USE ONLY 4 CITIZENSHIP OR PLACE OF ORGANIZATION New York 5 SOLE VOTING POWER NUMBER OF SHARES 6 SHARED VOTING POWER BENEFICIALLY OWNED BY 460,375 EACH 7 SOLE DISPOSITIVE POWER REPORTING PERSON 0 WITH 8 SHARED DISPOSITIVE POWER 460,375	1 NAMES	S OF REPO	RTING PERSONS	
2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) " (b) x 3 SEC USE ONLY 4 CITIZENSHIP OR PLACE OF ORGANIZATION New York 5 SOLE VOTING POWER NUMBER OF SHARES 6 SHARED VOTING POWER BENEFICIALLY OWNED BY 460,375 EACH 7 SOLE DISPOSITIVE POWER REPORTING PERSON 0 WITH 8 SHARED DISPOSITIVE POWER 460,375	I.R.S. ID	DENTIFICA	ATION NO. OF ABOVE PERSONS	(ENTITIES ONLY)
2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) " (b) x 3 SEC USE ONLY 4 CITIZENSHIP OR PLACE OF ORGANIZATION New York 5 SOLE VOTING POWER NUMBER OF SHARES 6 SHARED VOTING POWER BENEFICIALLY OWNED BY 460,375 EACH 7 SOLE DISPOSITIVE POWER REPORTING PERSON 0 WITH 8 SHARED DISPOSITIVE POWER 460,375		D) (G II		
3 SEC USE ONLY 4 CITIZENSHIP OR PLACE OF ORGANIZATION New York 5 SOLE VOTING POWER NUMBER OF SHARES 6 SHARED VOTING POWER BENEFICIALLY OWNED BY 460,375 EACH 7 SOLE DISPOSITIVE POWER REPORTING PERSON 0 WITH 8 SHARED DISPOSITIVE POWER 460,375	2 CHECK	RMG H THE APP	oldings, LLC ROPRIATE BOX IF A MEMBER O	F A GROUP
3 SEC USE ONLY 4 CITIZENSHIP OR PLACE OF ORGANIZATION New York 5 SOLE VOTING POWER NUMBER OF SHARES 6 SHARED VOTING POWER BENEFICIALLY OWNED BY 460,375 EACH 7 SOLE DISPOSITIVE POWER REPORTING PERSON 0 WITH 8 SHARED DISPOSITIVE POWER 460,375	(a) "			
NUMBER OF 0 SHARES 6 SHARED VOTING POWER BENEFICIALLY OWNED BY 460,375 EACH 7 SOLE DISPOSITIVE POWER REPORTING PERSON 0 WITH 8 SHARED DISPOSITIVE POWER 460,375		SE ONLY		
NUMBER OF 0 SHARES 6 SHARED VOTING POWER BENEFICIALLY OWNED BY 460,375 EACH 7 SOLE DISPOSITIVE POWER REPORTING PERSON 0 WITH 8 SHARED DISPOSITIVE POWER 460,375				
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NUMBER OF 0 SHARES 6 SHARED VOTING POWER BENEFICIALLY OWNED BY 460,375 EACH 7 SOLE DISPOSITIVE POWER REPORTING PERSON 0 WITH 8 SHARED DISPOSITIVE POWER				
SHARES 6 SHARED VOTING POWER BENEFICIALLY OWNED BY 460,375 EACH 7 SOLE DISPOSITIVE POWER REPORTING PERSON 0 WITH 8 SHARED DISPOSITIVE POWER 460,375				
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OWNED BY 460,375 EACH 7 SOLE DISPOSITIVE POWER REPORTING PERSON 0 WITH 8 SHARED DISPOSITIVE POWER 460,375	SHARE	cs 6	SHARED VOTING POWER	
EACH 7 SOLE DISPOSITIVE POWER REPORTING PERSON 0 WITH 8 SHARED DISPOSITIVE POWER 460,375	BENEFICIA	ALLY		
PERSON 0 WITH 8 SHARED DISPOSITIVE POWER 460,375	OWNED :	BY	460,375	
PERSON 0 WITH 8 SHARED DISPOSITIVE POWER 460,375	EACH	7	SOLE DISPOSITIVE POWER	
WITH 8 SHARED DISPOSITIVE POWER 460,375	REPORTI	ING		
460,375	PERSO	N	0	
	WITH	8	SHARED DISPOSITIVE POWER	
460,375	9 AGGRE		IOUNT BENEFICIALLY OWNED I	BY EACH REPORTING PERSON

1.6%
12 TYPE OF REPORTING PERSON

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CUSIP No.	29013820	5	3G
1 NAMES	OF REPO	ORTING PERSONS	
I.R.S. ID	DENTIFIC.	ATION NO. OF ABOVE PERSONS	(ENTITIES ONLY)
	THE APP	M. Gerson ROPRIATE BOX IF A MEMBER C	F A GROUP
3 SEC US	E ONL I		
4 CITIZEN	NSHIP OR	PLACE OF ORGANIZATION	
	United S	States SOLE VOTING POWER	
NUMBER	OF	0	
SHARE	s 6	SHARED VOTING POWER	
BENEFICIA	ALLY		
OWNED I	BY	460,375	
EACH	7	SOLE DISPOSITIVE POWER	
REPORTI	NG		
PERSON	N	0	
WITH	8	SHARED DISPOSITIVE POWER	
9 AGGRE	GATE AN	460,375 MOUNT BENEFICIALLY OWNED	BY EACH REPORTING PERSON
	460,375 BOX IF T		OW (9) EXCLUDES CERTAIN SHARES

1.6%
12 TYPE OF REPORTING PERSON

IN

* SEE INSTRUCTIONS BEFORE FILLING OUT!

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Item 1 (a). Name of Issuer

eLong, Inc.

Item 1 (b). Address of Issuer s Principal Executive Office

Block B, Xing Ke Plaza

10 Jiuxianqiao Zhonglu

Chaoyang District, Beijing 100016

People s Republic of China

Item 2 (a). Name of Person Filing

This statement is filed by:

Blue Ridge Limited Partnership (BRLP) with respect to shares owned by it.

Blue Ridge Offshore Master Limited Partnership (BROMLP) with respect to shares owned by it.

JAG Holdings, LLC (JAG) with respect to shares owned by BRLP.

JAG Offshore Holdings, LLC (JAG Offshore) with respect to shares owned by BROMLP.

John A. Griffin (Griffin) with respect to shares owned by BRLP and BROMLP.

RMG Holdings, LLC (RMG Holdings) with respect to shares owned by it.

Richard M. Gerson (Gerson) with respect to shares owned by RMG Holdings.

The foregoing persons are hereinafter sometimes collectively, referred to as the Reporting Persons

Item 2 (b). Address of Principal Business Office or, if none, Residence:

The address of the business office of each of the Reporting Persons is:

660 Madison Avenue, 20th Floor

New York, NY 10021

Item 2 (c). Citizenship

BRLP is a limited partnership organized under the laws of the State of New York, and BROMLP is a limited partnership organized under the laws of the Cayman Islands. JAG, JAG Offshore and RMG Holdings are limited liability companies organized under the laws of the State of New York. Griffin and Gerson are United States citizens.

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Item 2 (d). Title of Class of Securities

Ordinary Shares, par value \$0.01 per share

Item 2 (e). CUSIP Number

290138205

Item 3. If this statement is filed pursuant to Rules 13d-1(b) or Rule 13d-2(b) or (c), check whether the person filing is a:

- (a) "Broker or dealer registered under Section 15 of the Exchange Act.
- (b) "Bank as defined in Section 3(a)(6) of the Exchange Act.
- (c) "Insurance Company as defined in Section 3(a)(19) of the Exchange Act.
- (d) "Investment company registered under Section 8 of the Investment Company Act.
- (e) "An investment adviser in accordance with Rule 13d-1(b)(1)(ii)(E);
- (f) An employee benefit plan or endowment fund in accordance with Rule 13d-1(b)(ii)(F);
- (g) "A parent holding company or control person in accordance with Rule 13d-1(b)(ii)(G);
- (h) " A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act;
- (i) " A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act;
- (j) "Group, in accordance with Rule 13d-1(b)(1)(ii)(J).

Item 4. Ownership

A. BRLP

(a)