

Lang Mark  
Form 4  
November 09, 2012

**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 \*  
Lang Mark

2. Issuer Name and Ticker or Trading Symbol  
STURM RUGER & CO INC [RGR]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
11/08/2012

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

Group Vice President

C/O STURM, RUGER & COMPANY, INC., ONE LACEY PLACE

(Street)

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

SOUTHPORT, CT 06890

(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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount  | Price  |   |
| Common Stock <sup>(1)</sup>     | 11/08/2012                           | 11/08/2012   | M <sup>(2)</sup>               |   | 80,000  | \$ 7.97  | 87,116 D  |
| Common Stock                    | 11/08/2012                           | 11/08/2012   | F <sup>(2)</sup>               |   | 37,658  | \$ 47.68   | 49,458 D  |
| Common Stock                    | 11/08/2012                           | 11/08/2012   | M <sup>(2)</sup>               |   | 15,000  | \$ 8.23  | 64,458 D  |
| Common Stock                    | 11/08/2012                           | 11/08/2012   | F <sup>(2)</sup>               |   | 7,113   | \$ 47.68   | 57,345 D  |
| Common Stock                    | 11/08/2012                           | 11/08/2012   | M <sup>(2)</sup>               |   | 5,864   | \$ 8.69  | 63,209 D  |

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Common Stock 11/08/2012 11/08/2012 F(2) 2,817 D \$ 47.68 60,392 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) |                 |              |                           |
|--|--|--------------------------------------|--|--------------------------------|---|--|-----|---|-----------------|--------------|---------------------------|
|  |  |                                      |  | Code                           | V   | (A)  | (D) | Date Exercisable  | Expiration Date | Title        | Amount or Number of Share |
| Common Stock (Right to Buy) <sup>(1)</sup> | \$ 7.97  | 11/08/2012                           | 11/08/2012   | <u>M</u> (2)                   |   | 80,000   |     | <sup>(1)</sup>  | 03/03/2018      | Common Stock | 80,000                    |
| Employee Stock Option (Right to Buy)       | \$ 8.23  | 11/08/2012                           | 11/08/2012   | <u>M</u> (2)                   |   | 15,000   |     | 04/28/2009  | 04/28/2018      | Common Stock | 15,000                    |
| Employee Stock Option (Right to Buy)       | \$ 8.69  | 11/08/2012                           | 11/08/2012   | <u>M</u> (2)                   |   | 5,864  |     | 03/02/2010  | 03/02/2019      | Common Stock | 5,864                     |

## Reporting Owners

**Reporting Owner Name / Address**

**Relationships**

Director 10% Owner Officer Other

Lang Mark  
C/O STURM, RUGER & COMPANY, INC.  
ONE LACEY PLACE  
SOUTHPORT, CT 06890

Group Vice President

## Signatures

/s/ Leslie M. Gasper,  
attorney-in-fact

11/09/2012

\_\_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 options are exercisable in five annual installments of 20,000 shares each. The first installment became exercisable on March 3, 2009, (1) the second on March 3, 2010 and the third on March 3, 2011, and the fourth on March 3, 2012. The fifth and final installment become exercisable on March 3, 2013.

- (2) Represents cashless exercise of vested stock options.

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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