

IRSA INVESTMENTS & REPRESENTATIONS INC  
 Form 4  
 November 25, 2009

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

OMB APPROVAL  
 OMB Number: 3235-0287  
 Expires: January 31, 2005  
 Estimated average burden hours per response... 0.5

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 \*  
 ELSZTAIN EDUARDO S

2. Issuer Name and Ticker or Trading Symbol  
 HERSHA HOSPITALITY TRUST [HT]

5. Relationship of Reporting Person(s) to Issuer  
 (Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
 11/05/2009

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

HERSHA HOSPITALITY TRUST, 510 WALNUT STREET, 9TH FLOOR

(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

PHILADELPHIA, PA 19106

(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) |                  |                             |
|---|--------------------------------------|--|--------------------------------|---|---|--|---|------------------|-----------------------------|
|   |                                      |  |                                | (A) or (D)  | Price   |  |   |                  |                             |
|   |                                      |  |                                | Code  | V   | Amount   |   |                  |                             |
| CLASS A COMMON SHARES OF BENEFICIAL INT | 11/05/2009                           |  | P                              | A   | 17,265  | \$ 2.558   | 6,226,852   | I <sup>(1)</sup> | See Footnote <sup>(1)</sup> |
| CLASS A COMMON SHARES OF BENEFICIAL INT | 11/06/2009                           |  | P                              | A   | 10,922  | \$ 2.5492  | 6,237,774   | I <sup>(1)</sup> | See Footnote <sup>(1)</sup> |

Edgar Filing: IRSA INVESTMENTS & REPRESENTATIONS INC - Form 4

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(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) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares   |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |         |                       |
|---|---------------|-----------|---------|-----------------------|
|   | Director      | 10% Owner | Officer | Other                 |
| ELSZTAIN EDUARDO S<br>HERSHA HOSPITALITY TRUST<br>510 WALNUT STREET, 9TH FLOOR<br>PHILADELPHIA, PA 19106            | X             | X         |         |                       |
| CONSULTORES ASSETS MANAGEMENT STOCK CORP<br>BOL??VAR 108, 1ST FLOOR<br>BUENOS AIRES, C1                             |               |           |         | Chairman of the Board |
| CONSULTORES VENTURE CAPITAL LTD<br>REGATTA OFFICE PARK, P.O. BOX 31106, SMB<br>GRAND CAYMAN, E9                     |               |           |         | Chairman of the Board |
| CRESUD INC<br>MORENO 877, 23RD FLOOR<br>CIUDAD AUT??NOMA DE<br>BUENOS AIRES, C1                                     |               |           |         | Chairman of the Board |
| CONSULTORES VENTURE CAPITAL URUGUAY STOCK CORP<br>RUTA 8, 17,500, EDIFICIO @3, LOCAL 003<br>MONTEVIDEO, X3 CP 91609 |               |           |         | Chairman of the Board |

AGROINVESTMENT STOCK CORP  
 COLONIA 810, OF. 803  
 MONTEVIDEO, X3 CP 11000  
 Chairman of the Board

IRSA INVESTMENTS & REPRESENTATIONS INC  
 MORENO 877, 21ST FLOOR  
 CIUDAD AUT??NOMA DE  
 BUENOS AIRES, C1  
 Chairman of the Board

Ifis LTD  
 MINTFLOWER PLACE, 4TH FLOOR  
 8 PAR-LA-VILLE ROAD  
 HAMILTON, D0 HM 08  
 Chairman of the Board

INVERSIONES FINANCIERAS DEL SUR STOCK CORP  
 RUTA 8, 17,500, EDIFICIO @3, LOCAL 003  
 MONTEVIDEO, X3 CP 91609  
 Chairman of the Board

Agrology Stock Corp  
 MORENO 877, 21ST FLOOR  
 BUENOS AIRES, C1  
 Chairman of the Board

## Signatures

|  |   |            |
|--|---|------------|
| /s/ Eduardo S. Elsztain  |   | 11/24/2009 |
|  | <u>    </u> Signature of Reporting Person | Date       |
| /s/ Eduardo S. Elsztain, Chairman of the Board for Consultores Assets Management S.A.  |   | 11/24/2009 |
|  | <u>    </u> Signature of Reporting Person | Date       |
| /s/ Eduardo S. Elsztain, Chairman of the Board for Consultores Venture Capital Limited   |   | 11/24/2009 |
|  | <u>    </u> Signature of Reporting Person | Date       |
| /s/ Eduardo S. Elsztain, Chairman of the Board for Cresud Sociedad An??nima Comercial, Inmobiliaria, Financiera y Agropecuaria |   | 11/24/2009 |
|  | <u>    </u> Signature of Reporting Person | Date       |
| /s/ Eduardo S. Elsztain, Chairman of the Board for Consultores Venture Capital Uruguay   |   | 11/24/2009 |
|  | <u>    </u> Signature of Reporting Person | Date       |
| /s/ Eduardo S. Elsztain, Chairman of the Board for Agroinvestment S.A.   |   | 11/24/2009 |
|  | <u>    </u> Signature of Reporting Person | Date       |
| /s/ Eduardo S. Elsztain, Chairman of the Board for IRSA Inversiones y Representaciones Sociedad An??nima                       |   | 11/24/2009 |
|  | <u>    </u> Signature of Reporting Person | Date       |
| /s/ Eduardo S. Elsztain, Chairman of the Board for IFIS Limited  |   | 11/24/2009 |
|  | <u>    </u> Signature of Reporting Person | Date       |
| /s/ Eduardo S. Elsztain, Chairman of the Board for Inversiones Financieras del Sur S.A.  |   | 11/24/2009 |
|  | <u>    </u> Signature of Reporting Person | Date       |
| Alejandro G. Elsztain, Chairman of the Board for Agrology S.A.   |   | 11/24/2009 |
|  | <u>    </u> 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) Please see Exhibit.

### Remarks:

Form 1 of 2

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.  
Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.