PORTNOY DAVID

Form 4

February 29, 2012

FORM 4

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

OMB 3235-0287

Check this box if no longer subject to

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

Number: January 31, 2005

OMB APPROVAL

subject to Section 16. Form 4 or Form 5

SECURITIES

Estimated average burden hours per response... 0.5

obligations
may continue.

See Instruction

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

1(b).

Common

Common

Stock

Stock

(Print or Type Responses)

| 1. Name and Address of Reporting Person * PORTNOY DAVID | | | suer Name and Ticker or Trading ol O CELL INTERNATIONAL [CCEL] | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) | | |
|---|---|---------|--|---|--|--|
| (Last) 700 BROOD SUITE 1800 | KER CREEK BL | (Mont | te of Earliest Transaction th/Day/Year) 8/2012 | X Director 10% Owner Other (specify below) below) Co-Chief Executive Officer | | |
| OI DEMAR | (Street) | | Amendment, Date Original Month/Day/Year) | 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting | | |
| OLDSMAR | | (G') | | Person | | |
| (City) | (State) | (Zip) T | Cable I - Non-Derivative Securities | Acquired, Disposed of, or Beneficially Owned | | |
| 1.Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | | Code (D) | Securities Form: Direct Indirect Beneficially (D) or Beneficial Owned Indirect (I) Ownership Following (Instr. 4) (Instr. 4) Reported Transaction(s) (Instr. 3 and 4) | | |
| Common Stock | 02/28/2012 | | P 18,000 A \$ | 2 18,000 D | | |
| Common Stock | | | | 199,080 I By IRA | | |
| Common Stock | | | | 100 D | | |
| | | | | | | |

by LLC (1)

By Spouse

I

I

199,738

51,678

Edgar Filing: PORTNOY DAVID - Form 4

| Common Stock | 4,854 | I | As Cust for Son |
|-----------------|-------|---|----------------------|
| Common Stock | 4,000 | I | As Cust for Daughter |

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

Persons who respond to the collection of SEC 1474 information contained in this form are not required to respond unless the form displays a currently valid OMB control

(9-02)

8. P Der Sec (Ins

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. Transac Code (Instr. 8 | 5. stionNumber of Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | | e | 7. Title and A Underlying S (Instr. 3 and | Securities | \$ (C |
|---|---|---|---|------------------------------------|---|---------------------|--------------------|---|----------------------------------|-------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | |
| Stock Options | \$ 1.72 | | | | | 12/01/2011 | 12/01/2021 | Common Stock | 200,000 | |
| Stock Options | \$ 2.9 | | | | | 08/31/2011 | 08/31/2021 | Common Stock | 100,000 | |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | | | |
|-------------------------------------|---------------|-----------|-----------|-------|--|--|
| | Director | 10% Owner | Officer | Other | | |
| PORTNOY DAVID | | | Co-Chief | | | |
| 700 BROOKER CREEK BLVD., SUITE 1800 | X | | Executive | | | |
| OLDSMAR, FL 34677 | | | Officer | | | |

Signatures

| 02/29/2012 |
|------------|
| 02/29/2012 |
| Date |
| |

2 Reporting Owners

Edgar Filing: PORTNOY DAVID - Form 4

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).
 - Shares of common stock held by Mayim Investment Limited Partnership, as to which David Portnoy may be deemed the beneficial owner
- (1) as the managing member and owner of Mayim Management, LLC, which is the general partner of Mayim Management Limited Partnership, which is the general partner of Mayim Investment Limited Partnership.
- (2) Stock options vest at a rate of 1/3 per year commencing on December 1, 2011
- (3) Stock options vest at a rate of 1/3 per year commencing on August 31, 2011.

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.