

eLong, Inc.  
Form 6-K  
December 30, 2010

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
FORM 6-K**

**Report of Foreign Private Issuer Pursuant to Rule 13a-16 or 15d-16  
of the Securities Exchange Act of 1934**

**For the Month of December 2010  
Commission File Number: 000-50984**

**eLong, Inc.**

(Exact Name of Registrant as Specified in its Charter)

Xingke Plaza, Tower B, Third Floor

10 Middle Jiuxianqiao Road

Chaoyang District

Beijing 100015, People's Republic of China

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.  
Form 20-F  Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T  
Rule 101(b)(1):  No

**Note:** Regulation S-T Rule 101(b)(1) only permits the submission in paper of a Form 6-K if submitted solely to provide an attached annual report to security holders.

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T  
Rule 101(b)(7):  No

**Note:** Regulation S-T Rule 101(b)(7) only permits the submission in paper of a Form 6-K if submitted to furnish a report or other document that the registrant foreign private issuer must furnish and make public under the laws of the jurisdiction in which the registrant is incorporated, domiciled or legally organized (the registrant's home country), or under the rules of the home country exchange on which the registrant's securities are traded, as long as the report or other document is not a press release, is not required to be and has not been distributed to the registrant's security holders, and, if discussing a material event, has already been the subject of a Form 6-K submission or other Commission filing on EDGAR.

Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes  No

If  Yes  is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-

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On December 29, 2010 (Beijing time), eLong, Inc. (NASDAQ: LONG), a leading online travel company in China, held its annual general meeting of shareholders. At the meeting the following nine persons were re-elected to the Board of Directors of eLong, Inc.:

Fernando Gil de Bernabé,

Lily Cheng,

Thomas Gurnee,

Henrik Kjellberg,

Jens Parkitny,

Cyril Ranque,

Michael Scown,

Johan Svanstrom, and

Justin Tang.

In addition, the annual general meeting of shareholders voted to amend the eLong, Inc. *Second Amended and Restated Memorandum of Association* and *Second Amended and Restated Articles of Association*, and to adopt the *Memorandum of Association* and *Articles of Association* as so amended. The amended *Memorandum of Association* and *Articles of Association* are each attached as exhibits hereto.

**About eLong, Inc.**

eLong, Inc. (NASDAQ: LONG News) is a leading online travel service provider in China. Headquartered in Beijing, eLong empowers consumers to make informed decisions by providing convenient online and 24-hour call center hotel, air ticket and vacation package booking services as well as easy to use tools such as maps, destination guides, photographs, virtual tours and user reviews. In addition to a selection of more than 16,000 hotels in over 550 cities across China, eLong also offers consumers the ability to make bookings at over 130,000 international hotels in more than 100 countries worldwide, and can fulfill domestic and international air ticket reservations in over 80 major cities across China. eLong is a subsidiary of Expedia, Inc. (NASDAQ:EXPE).

eLong operates websites including <http://www.elong.com>, <http://www.elong.net>, and <http://www.xici.net>.

**For further information:**

eLong, Inc.

Investor Relations

[ir@corp.elong.com](mailto:ir@corp.elong.com)

+86-10-6436-7570

\* \* \*

The information herein and in the press releases is intended to be furnished and shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934 (the Exchange Act) or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended or the Exchange Act, except as expressly set forth by specific reference in such filing.

Exhibits.

3.1 Third Amended and Restated Memorandum of Association of eLong, Inc.

3.2 Third Amended and Restated Articles of Association of eLong, Inc.

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

DATED: December 29, 2010

ELONG, INC.

By: /s/ Sami Farhad

Name: Sami Farhad

Title: Vice President & General Counsel