

KRANIAK RICHARD
Form 4
October 17, 2011

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2015
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 *
KRANIAK RICHARD

2. Issuer Name and Ticker or Trading Symbol
OptimizeRx Corp [OPRX]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)
08/05/2011

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

(Street)

4. If Amendment, Date Original Filed(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 Person

(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 Ownership (Instr. 4)
				Code	V Amount or Price (A) or (D)			
Common Stock	01/11/2010		P		150 A	\$ 2.66 1,497,250 ⁽¹⁾	D	
Common Stock	05/24/2010		A		25,000 A	\$ 0.35 ⁽²⁾ 1,522,250 ⁽³⁾	D	
Common Stock	06/07/2011		J ⁽⁴⁾		26,000 D	\$ 1.05 1,496,250	D	
Common Stock	06/08/2011		J ⁽⁵⁾		24,000 D	\$ 1.05 1,472,250	D	
Common Stock	06/27/2011		J ⁽⁶⁾		50,000 D	\$ 0.01 1,422,250	D	

Edgar Filing: KRANIAK RICHARD - Form 4

Common Stock 08/05/2011 J(7) 60,000 D \$ 0.9 1,362,250 D

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. 5)
--	--	--------------------------------------	--	--------------------------------	---	--	---	--	--

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KRANIAK RICHARD			X	

Signatures

/s/ Richard J. Kraniak 10/17/2011
 **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) Includes 28,800 shares of the Issuer held in the name of his sons.
 - (2) Mr. Kraniak was issued shares of the Issuer in exchange for warrants exercised at \$0.35 per share.
 - (3) Includes 28,800 shares of the Issuer held in the name of his sons and 48,100 shares of the Issuer held in the name of his wife.

Edgar Filing: KRANIAK RICHARD - Form 4

- (4) Mr. Kraniak sold 26,000 shares of the Issuer in a private transaction at \$1.05 per share.
- (5) Mr. Kraniak sold 24,000 shares of the Issuer in a private transaction at \$1.05 per share.
- (6) Mr. Kraniak sold 50,000 shares of the Issuer in a private transaction at \$0.01 per share.
- (7) Mr. Kraniak sold 60,000 shares of the Issuer in a private transaction at \$0.90 per share.

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.