FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL									
OMB Number:	3235-0287								
Estimated average burden									
hours per response:	0.5								

ı	Check this box if no longer subject to
l	Section 16. Form 4 or Form 5 obligations
I	may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* Midler Laurence H							me and HARI				mbol <u>UP INC</u>		Relationship of Reporting Person(s) to Issuer (Check all applicable) Director						
(Last)	3. Date of Earliest Transaction (Month/Day/Year) 11/01/2010								X	Officer (g below)		Other (specify below) eral Counsel							
11150 SANTA MONICA BLVD. SUITE 1600						4. If Amendment, Date of Original Filed (Month/Day/Year)								Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person					
(Street) LOS ANGELES CA 90025														Form filed by More than One Reporting Person				g Person	
(City)	(State)	(Zi _l	o)																
		Та	ble I - N	on-Der	ivative	Sec	curitie	s Ac	quired	l, Dis	posed of,	or Benef	icially Ow	ned					
1. Title of Security (Instr. 3) 2. Transac Date (Month/Date)				Day/Year) Exec		A. Deemed xecution Date, any Month/Day/Year)				es Acquired (A) or Disport. 3, 4 and 5)		5. Amount Securities Beneficial Following	y Owned Reported	Form:	nership Direct (D) rect (I) 4)	7. Nature of Indirect Beneficial Ownership			
								Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)				(Instr. 4)		
Class A Common Stock 11/01/					1/2010				S		8,342	D	\$18.5028(1)	186,339			D		
	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)	ve Conversion Date Execution Date, Tr			ransaction Code (Instr.		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 Securities U Derivative S (Instr. 3 and	nderlying ecurity	8. Price of Derivative Security (Instr. 5)	9. Number derivative Securities Beneficial Owned Following Reported Transaction	illy	Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)			
					Code	v	(A)	(D)	Date Exerc	isable	Expiration Date	Title	Amount or Number of Shares		(Instr. 4)	011(5)			

Explanation of Responses:

1. This transaction was executed in multiple trades at prices ranging from \$18.50 to \$18.53. The price reported above reflects the weighted average sale price. The reporting person undertakes to provide upon request to the SEC staff, the issuer, or a security holder of the issuer full information regarding the number of shares sold at each separate price within the range.

Brian D. McAllister, Attorney-In-

Fact

** Signature of Reporting Person

Date

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

- * 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.