

1402962

FORM D

Notice of Exempt
Offering of Securities

U.S. Securities and Exchange Commission

Washington, DC 20549

(See instructions beginning on page 5)

OMB APPROVAL

OMB Number: 3235-0076

Expires: October 31, 2008

Estimated average burden
hours per response: 4.00

Intentional misstatements or omissions of fact constitute federal criminal violations. See 18 U.S.C. 1001.

Item 1. Issuer's Identity

Name of Issuer

Rustic Canyon Ventures III, L.P.

Jurisdiction of Incorporation/Organization

Delaware

Year of Incorporation/Organization
(Select one)☐ Over Five Years Ago☒ Within Last Five Years
(specify year)

2006

☐ Yet to Be Formed

Previous Name(s)

☒ None

Entity Type (Select one)

☐ Corporation☒ Limited Partnership☐ Limited Liability Company☐ General Partnership☐ Business Trust☐ Other (Specify)

PROCESSED

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THOMSON REUTERS

(If more than one issuer is filing this notice, check this box ☐ and identify additional issuer(s) by attaching Items 1 and 2 Continuation Page(s).)

Item 2. Principal Place of Business and Contact Information

Street Address 1

2425 Olympic Boulevard, Suite 6050

Street Address 2

City

Santa Monica

State/Province/Country

California

ZIP/Postal Code

90404

Phone No.

(310) 998-8050

Item 3. Related Persons

Last Name

Rustic Canyon GP III, LLC

First Name

Middle Name

Street Address 1

2425 Olympic Boulevard, Suite 6050

Street Address 2

City

Santa Monica

State/Province/Country

California

ZIP/Postal Code

90404

Relationship(s): ☒ Executive Officer ☐ Director ☐ Promoter

Clarification of Response (if Necessary) Rustic Canyon GP III, LLC is the general partner of the Issuer.

(Identify additional related persons by checking this box ☒ and attaching Item 3 Continuation Page(s).)

Item 4. Industry Group (Select one)

☐

Agriculture

Banking and Financial Services

☐ Commercial Banking☐ Insurance☐ Investing☐ Investment Banking☒ Pooled Investment FundIf selecting this industry group, also select one fund
type below and answer the question below:☐ Hedge Fund☐ Private Equity Fund☒ Venture Capital Fund☐ Other Investment FundIs the issuer registered as an investment
company under the Investment Company
Act of 1940? ☐ Yes ☐ No☐ Other Banking & Financial Services☐

Business Services

Energy

☐ Electric Utilities☐ Energy Conservation☐ Coal Mining☐ Environmental Services☐ Oil & Gas☐ Other Energy

Health Care

☐ Biotechnology☐ Health Insurance☐ Hospitals & Physicians☐ Pharmaceuticals☐ Other Health Care☐

Manufacturing

Real Estate

☐ Commercial☐

Construction

☐

REITS & Finance

☐

Residential

☐

Other Real Estate

☐

Retailing

☐

Restaurants

Technology

☐ Computers☐ Telecommunications☐ Other Technology

Travel

☐ Air☐ Land☐ To☐ Other☐

Other



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FORM D**U.S. Securities and Exchange Commission**

Washington, DC 20549

Item 5. Issuer Size (Select one)**Revenue Range (for issuer not specifying "hedge" or "other investment" fund in Item 4 above)**

- ☐ No Revenues
☐ \$1 - \$1,000,000
☐ \$1,000,001 - \$5,000,000
☐ \$5,000,001 - \$25,000,000
☐ \$25,000,001 - \$100,000,000
☐ Over \$100,000,000
☒ Decline to Disclose
☐ Not Applicable

OR**Aggregate Net Asset Value Range (for issuer specifying "hedge" or "other investment" fund in Item 4 above)**

- ☐ No Aggregate Net Asset Value
☐ \$1 - \$5,000,000
☐ \$5,000,001 - \$25,000,000
☐ \$25,000,001 - \$50,000,000
☐ \$50,000,001 - \$100,000,000
☐ Over \$100,000,000
☐ Decline to Disclose
☐ Not Applicable

Item 6. Federal Exemptions and Exclusions Claimed (Select all that apply)

- ☐ Rule 504(b)(1) (not (i), (ii) or (iii))
☐ Rule 504(b)(1)(i)
☐ Rule 504(b)(1)(ii)
☐ Rule 504(b)(1)(iii)
☐ Rule 505
☒ Rule 506
☐ Securities Act Section 4(6)

Investment Company Act Section 3(c)

- ☒ Section 3(c)(1)
☐ Section 3(c)(2)
☐ Section 3(c)(3)
☐ Section 3(c)(4)
☐ Section 3(c)(5)
☐ Section 3(c)(6)
☒ Section 3(c)(7)

- ☐ Section 3(c)(9)
☐ Section 3(c)(10)
☐ Section 3(c)(11)
☐ Section 3(c)(12)
☐ Section 3(c)(13)
☐ Section 3(c)(14)

Item 7. Type of Filing

☐ New Notice **OR** ☒ Amendment

Date of First Sale in this Offering: **OR** ☐ First Sale Yet to Occur

Item 8. Duration of Offering

Does the issuer intend this offering to last more than one year? ☒ Yes ☐ No

Item 9. Type(s) of Securities Offered (Select all that apply)

- ☒ Equity
☐ Debt
☐ Option, Warrant or Other Right to Acquire Another Security
☐ Security to be Acquired Upon Exercise of Option, Warrant or Other Right to Acquire Security
- ☒ Pooled Investment Fund Interests
☐ Tenant-in-Common Securities
☐ Mineral Property Securities
☐ Other (Describe)

Item 10. Business Combination Transaction

Is this offering being made in connection with a business combination transaction, such as a merger, acquisition or exchange offer? ☐ Yes ☒ No

Clarification of Response (if Necessary)

Item 11. Minimum Investment

Minimum investment accepted from any outside investor

\$

0

Item 12. Sales Compensation

Recipient

Gold Bridge Capital LLC

Recipient CRD Number

140888

☐ No CRD Number

(Associated) Broker or Dealer

☐ None

(Associated) Broker or Dealer CRD Number

☐ No CRD Number

Street Address 1

100 Spear Street, Suite 1600

Street Address 2

City

San Francisco

State/Province/Country

California

ZIP/Postal Code

94105

States of Solicitation ☐ All States

☐ AL	☒ AK	☐ AZ	☐ AR	☒ CA	☐ CO	☐ CT	☐ DE	☐ DC	☒ FL	☐ GA	☐ HI	☐ ID
☐ IL	☐ IN	☐ IA	☐ KS	☐ KY	☐ LA	☐ ME	☐ MD	☒ MA	☐ MI	☐ MN	☐ MS	☐ MO
☐ MT	☐ NE	☐ NV	☐ NH	☐ NJ	☐ NM	☒ NY	☐ NC	☐ ND	☐ OH	☐ OK	☒ OR	☐ PA
☐ RI	☐ SC	☐ SD	☐ TN	☒ TX	☐ UT	☐ VT	☐ VA	☒ WA	☐ WV	☐ WI	☐ WY	☐ PR

(Identify additional person(s) being paid compensation by checking this box ☐ and attaching Item 12 Continuation Page(s).)**Item 13. Offering and Sales Amounts**

(a) Total Offering Amount

\$ 250,000,000

OR ☐ Indefinite

(b) Total Amount Sold

\$ 205,300,000

(c) Total Remaining to be Sold
(Subtract (a) from (b))

\$ 44,700,000

OR ☐ Indefinite

Clarification of Response (if Necessary)

Item 14. InvestorsCheck this box ☐ if securities in the offering have been or may be sold to persons who do not qualify as accredited investors, and enter the number of such non-accredited investors who already have invested in the offering:

Enter the total number of investors who already have invested in the offering:

19

Item 15. Sales Commissions and Finders' Fees Expenses

Provide separately the amounts of sales commissions and finders' fees expenses, if any. If an amount is not known, provide an estimate and check the box next to the amount.

Sales Commissions \$

0

☒ Estimate

Clarification of Response (if Necessary)

Finders' Fees \$

0

☒ Estimate

No sales commissions or finders' fees (other than reimbursement for out-of-pocket expenses) are expected to be paid.

Item 16. Use of Proceeds

Provide the amount of the gross proceeds of the offering that has been or is proposed to be used for payments to any of the persons required to be named as executive officers, directors or promoters in response to Item 3 above. If the amount is unknown, provide an estimate and check the box next to the amount.

\$ 20,000,000

☒ Estimate

Clarification of Response (if Necessary)

Represents the estimated management fees payable by the Issuer over the expected active business life of the Issuer.

Signature and Submission

Please verify the information you have entered and review the Terms of Submission below before signing and submitting this notice.

Terms of Submission. In Submitting this notice, each identified issuer is:

Notifying the SEC and/or each State in which this notice is filed of the offering of securities described and undertaking to furnish them, upon written request, in accordance with applicable law, the information furnished to offerees.*

Irrevocably appointing each of the Secretary of the SEC and the Securities Administrator or other legally designated officer of the State in which the issuer maintains its principal place of business and any State in which this notice is filed, as its agents for service of process, and agreeing that these persons may accept service on its behalf, of any notice, process or pleading, and further agreeing that such service may be made by registered or certified mail, in any Federal or state action, administrative proceeding, or arbitration brought against the issuer in any place subject to the jurisdiction of the United States, if the action, proceeding or arbitration (a) arises out of any activity in connection with the offering of securities that is the subject of this notice, and (b) is founded, directly or indirectly, upon the provisions of: (i) the Securities Act of 1933, the Securities Exchange Act of 1934, the Trust Indenture Act of 1939, the Investment Company Act of 1940, or the Investment Advisers Act of 1940, or any rule or regulation under any of these statutes; or (ii) the laws of the State in which the issuer maintains its principal place of business or any State in which this notice is filed.

Certifying that, if the issuer is claiming a Rule 505 exemption, the issuer is not disqualified from relying on Rule 505 for one of the reasons stated in Rule 505(b)(2)(iii).

* This undertaking does not affect any limits Section 102(a) of the National Securities Markets Improvement Act of 1996 ("NSMIA") (Pub. L. No. 104-290, 110 Stat. 3416 (Oct. 11, 1996)) imposes on the ability of States to require information. As a result, if the securities that are the subject of this Form D are "covered securities" for purposes of NSMIA, whether in all instances or due to the nature of the offering that is the subject of this Form D, States cannot routinely require offering materials under this undertaking or otherwise and can require offering materials only to the extent NSMIA permits them to do so under NSMIA's preservation of their anti-fraud authority.

Each identified issuer has read this notice, knows the contents to be true, and has duly caused this notice to be signed on its behalf by the undersigned duly authorized person. (Check this box ☐ and attach Signature Continuation Pages for signatures of issuers identified in Item 1 above but not represented by signer below.)

Issuer(s)

Rustic Canyon Ventures III, L.P.

Name of Signer

Rustic Canyon GP III, LLC, its general partner

Signature

Title

Paul J. Notaras, Chief Financial Officer of Rustic Canyon GP III, LLC

Number of continuation pages attached:

1

Date

Item 3 Continuation Page

Item 3. Related Persons (Continued)

Last Name	First Name	Middle Name
Unterman	E.	Thomas
Street Address 1	Street Address 2	
2425 Olympic Boulevard, Suite 6050		
City	State/Province/Country	ZIP/Postal Code
Santa Monica	California	90404
Relationship(s): ☒ Executive Officer ☐ Director ☐ Promoter		
Clarification of Response (if Necessary) Mr. Unterman is the manager of Rustic Canyon GP III, LLC		

Last Name	First Name	Middle Name
Street Address 1	Street Address 2	
City	State/Province/Country	ZIP/Postal Code
Relationship(s): ☐ Executive Officer ☐ Director ☐ Promoter		
Clarification of Response (if Necessary)		

Last Name	First Name	Middle Name
Street Address 1	Street Address 2	
City	State/Province/Country	ZIP/Postal Code
Relationship(s): ☐ Executive Officer ☐ Director ☐ Promoter		
Clarification of Response (if Necessary)		

Last Name	First Name	Middle Name
Street Address 1	Street Address 2	
City	State/Province/Country	ZIP/Postal Code
Relationship(s): ☐ Executive Officer ☐ Director ☐ Promoter		
Clarification of Response (if Necessary)		

(Copy and use additional copies of this page as necessary.)

Form D 9

END