Grafman Allan       Form 4       States of the public Utility Holding Company Act of 1934, 16.       OMB >= UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549       OMB >= UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549       OMB >= UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549       OMB >= UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549       OMB >= UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549       OMB >= UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549       OMB >= UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549       OMB >= UNITED STATES SECURITIES SECURATION SECURITIES SECURITIE										
(Print or Type Responses)										
Grafman Allan Symbol			JESCO ENTERTAINMENT CO				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last) (First) (Middle) 3. Date of (Month/D) 160 RARITAN CENTER 02/03/20 PARKWAY			ransaction		_	_X_ Director 10% Owner Officer (give title Other (specify below) below)				
(Street) 4. If Amendment, Date Original Filed(Month/Day/Year)				А	<ul> <li>6. Individual or Joint/Group Filing(Check</li> <li>Applicable Line)</li> <li>_X_ Form filed by One Reporting Person</li> <li> Form filed by More than One Reporting</li> </ul>					
Person Person										
(City) (State) (Zip) <b>Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned</b>										
Security (Month/Day/Y (Instr. 3)	Date 2A. Deemed ear) Execution D any (Month/Day.	Code	ioror Dispos (Instr. 3, 4	ed of (D	))	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 Indirect Beneficial Ownership (Instr. 4)		
Restricted Common 02/03/2011 Stock		А	9,231 (1)	A	(1)	199,546	D			
Common 02/03/2011 Stock		S <u>(2)</u>	31,250	D	\$ 1.2962	168,296	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.

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 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. Transactic Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		Date	7. Titl Amou Under Secur (Instr.	int of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Ownd Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

## **Reporting Owners**

Reporting Owner Name / Address		Relationships						
		Director	10% Owner	Officer	Other			
Grafman Allan 160 RARITAN CENT EDISON, NJ 08837	TER PARKWAY	Х						
Signatures								
/s/ Allan Grafman	02/07/2011							
<u>**</u> 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) Quarterly restricted stock grant pursuant to the Issuer's director compensation policy that vests 180 days from the grant date.
- (2) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 Plan.

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.