

Hu James Yujun  
Form SC 13G/A  
January 25, 2011

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**SCHEDULE 13G**

(Amendment No. 3)

Under the Securities Exchange Act of 1934

**Acorn International, Inc.**

(Name of issuer)

Ordinary Shares\*

American Depositary Shares

(Title of class of securities)

004854105\*\*

(CUSIP number)

Edgar Filing: Hu James Yujun - Form SC 13G/A

December 31, 2010

(Date of event which requires filing of this statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

\* Not for trading, but only in connection with the registration of American Depositary Shares each representing 3 ordinary shares.

\*\* This CUSIP applies to the American Depositary Shares.

The information required on the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 ( Act ) or otherwise subject to the liabilities of that section of the Act, but shall be subject to all other provisions of the Act (however, see the Notes).

1 Names of reporting persons/I.R.S. Identification nos. of above persons (entities only)

James Yujun Hu

2 Check the appropriate box if a member of a group

(a)  (b)

3 SEC use only

4 Citizenship or place of organization

Canada

5 Sole voting power

Number of

shares 4,932,657<sup>1</sup>  
6 Shared voting power

beneficially

owned by 0  
each 7 Sole dispositive power

reporting

person 4,932,657<sup>1</sup>  
8 Shared dispositive power  
with

0

9 Aggregate amount beneficially owned by each reporting person

4,932,657<sup>1</sup>

10 Check if the aggregate amount in Row (9) excludes certain shares

11 Percent of class represented by amount in Row (9)

5.4%<sup>2</sup>

12 Type of reporting person

IN

<sup>1</sup> Includes (i) 3,367,657 ordinary shares held by WiseSight Investment, Ltd., a company solely owned by Mr. James Yujun Hu; and (ii) 1,565,000 ordinary shares issuable upon exercise of options and stock appreciation rights, or SARs, held by Mr. Hu, which includes options and SARS vesting within 60 days of December 31, 2010.

<sup>2</sup> Based on 90,841,915 total shares, which includes (i) 89,276,915 outstanding ordinary shares as of December 31, 2010; and (ii) 1,565,000 ordinary shares issuable pursuant to options and SARs held by Mr. Hu.

1 Names of reporting persons/I.R.S. Identification nos. of above persons (entities only)

WiseSight Investment, Ltd.

2 Check the appropriate box if a member of a group

(a)  (b)

3 SEC use only

4 Citizenship or place of organization

British Virgin Islands

5 Sole voting power

Number of

shares 3,367,657<sup>3</sup>  
6 Shared voting power

beneficially

owned by 0  
each 7 Sole dispositive power

reporting

person 3,367,657<sup>3</sup>  
8 Shared dispositive power  
with

0

9 Aggregate amount beneficially owned by each reporting person

3,367,657<sup>3</sup>

10 Check if the aggregate amount in Row (9) excludes certain shares

11 Percent of class represented by amount in Row (9)

3.8%<sup>4</sup>

12 Type of reporting person

CO

<sup>3</sup> Includes 3,367,657 ordinary shares held by WiseSight Investment, Ltd., a company solely owned by Mr. Hu.

<sup>4</sup> Based on 89,276,915 outstanding ordinary shares as of December 31, 2010.

**Item 1 (a)** Name of Issuer:

Acorn International, Inc. ( Issuer )

**Item 1 (b)** Address of Issuer's Principal Executive Offices:

18F, 20 Baoshiyuan Building, 487 Tianlin Lu, Shanghai 200233, People's Republic of China

**Item 2 (a)** Name of Person Filing:

James Yujun Hu

WiseSight Investment, Ltd.

**Item 2 (b)** Address of Principal Business Office or, If None, Residence: Citizenship

James Yujun Hu

c/o Acorn International Inc.

18F, 20 Baoshiyuan Building, 487 Tianlin Lu

Shanghai 200233

People's Republic of China

WiseSight Investment, Ltd.

Romasco Place, Wickams Cay I

P.O. Box 3140

Road Town

Tortola, British Virgin Islands

**Item 2 (c)** Citizenship

James Yujun Hu - Canada

WiseSight Investment, Ltd. - British Virgin Islands

**Item 2 (d)** Title of Class of Securities:

Ordinary shares, par value US\$0.01

American Depositary Shares

**Item 2 (e)** CUSIP Number:

004854105

**Item 3.** Statement Filed Pursuant to Rule 13d-1(b) or 13d-2(b) or (c):

Not applicable.



CUSIP No. 004854105

SCHEDULE 13G

Page 5 of 7 Pages

**Item 4. Ownership**

| Reporting Person           | Amount<br>beneficially<br>owned: | Percent<br>of class: | Sole<br>power<br>to vote or<br>direct<br>the vote: | Shared<br>power to<br>vote or to<br>direct<br>the<br>vote: | Sole power to<br>dispose or to<br>direct the<br>disposition of: | Shared power<br>to dispose<br>or to<br>direct the<br>disposition of: |
|----------------------------|----------------------------------|----------------------|--|--|---|--|
| James Yujun Hu             | 4,932,657                        |                      | 4,932,657  |  | 4,932,657   |  |
|                            | ordinary                         |                      | ordinary   |  | ordinary  |  |
|                            | shares                           | 5.4% <sup>5</sup>    | shares   | 0  | shares  | 0  |
| WiseSight Investment, Ltd. | 3,367,657                        |                      | 3,367,657  |  | 3,367,657   |  |
|                            | ordinary                         |                      | ordinary   |  | ordinary  |  |
|                            | shares                           | 3.8% <sup>6</sup>    | shares   | 0  | shares  | 0  |

WiseSight Investment, Ltd. is the record owner of 3,367,657 ordinary shares of the Issuer. Mr. Hu is the sole shareholder of WiseSight Investment, Ltd. Accordingly, Mr. Hu may be deemed to beneficially own all of the shares held by WiseSight Investment, Ltd.

**Item 5. Ownership of Five Percent or Less of a Class**

Not applicable.

**Item 6. Ownership of More Than Five Percent on Behalf of Another Person**

Not applicable.

**Item 7. Identification and Classification of Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person**

Not applicable.

**Item 8. Identification and Classification of Members of the Group**

Not applicable.

**Item 9. Notice of Dissolution of Group**

Not applicable.

**Item 10. Certifications**

Not applicable.

<sup>5</sup> Based on 90,841,915 total shares, which includes (i) 89,276,915 outstanding ordinary shares as of December 31, 2010; and (ii) 1,565,000 ordinary shares issuable pursuant to options and SARs held by Mr. Hu, which includes options and SARs vesting within 60 days of December 31, 2010.

<sup>6</sup> Based on 89,276,915 outstanding ordinary shares as of December 31, 2010.

**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct. In addition, by signing below, the undersigned agrees that this Schedule 13G may be filed jointly on behalf of each of the Reporting Persons.

Dated: January 25, 2011

James Yujun Hu  
/s/ James Yujun Ju

WiseSight Investment, Ltd.

By: /s/ James Yujun Hu  
Name: James Yujun Hu  
Title: Director

**LIST OF EXHIBITS**

| Exhibit No. | Description            |
|-------------|------------------------|
| A           | Joint Filing Agreement |