Beigel Jerrold A Form 4 March 07, 2011

FORM 4

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

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)

(Last)

1. Name and Address of Reporting Person * Beigel Jerrold A

(First)

(Middle)

(Zip)

2. Transaction Date 2A. Deemed

THE STANDARD REGISTER COMPANY, 600 ALBANY

STREET

DAYTON, OH 45417

(City)

1. Title of

Security

(Instr. 3)

(Street)

(State)

2. Issuer Name and Ticker or Trading

Symbol

STANDARD REGISTER CO [SR]

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

03/03/2011

4. If Amendment, Date Original

Filed(Month/Day/Year)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 3. 4. Securities (Month/Day/Year) Execution Date, if TransactionAcquired (A) or

> Code Disposed of (D) (Instr. 3, 4 and 5) (Instr. 8)

Following Reported (A) or

Transaction(s) (Instr. 3 and 4)

5. Amount of

Securities

Owned

Beneficially

Issuer

below)

Director

Applicable Line)

Officer (give title

Code V Amount (D) Price

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

(Month/Day/Year)

Persons who respond to the collection of SEC 1474 information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Conversion 3. Transaction Date 3A. Deemed

(Month/Day/Year) Execution Date, if

5. Number of TransactionDerivative

6. Date Exercisable and **Expiration Date**

7. Title and Amount of Underlying Securities

OMB APPROVAL

3235-0287

January 31,

2005

0.5

OMB

Number:

Expires:

response...

5. Relationship of Reporting Person(s) to

(Check all applicable)

Pres. Commercial Business Unit

6. Ownership

Form: Direct

6. Individual or Joint/Group Filing(Check

X Form filed by One Reporting Person Form filed by More than One Reporting

(I)

(Instr. 4)

below)

10% Owner _X_ Other (specify

7. Nature of

Ownership (Instr. 4)

(9-02)

Indirect

(D) or Indirect Beneficial

Estimated average

burden hours per

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(Instr. 3)	or Exercise Price of Derivative Security		any (Month/Day/Year)	(Instr. 8)	Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	(Month/Day/Year	')	(Instr. 3 and 4	4)
				Code V	(A) (D)) Date Exercisable	Expiration Date	Title	Amount or Number of Share
Option to buy (1)	\$ 3.38	03/03/2011		A	64,103	03/03/2012(2)	03/03/2021	Common Stock	64,103

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Beigel Jerrold A THE STANDARD REGISTER COMPANY 600 ALBANY STREET DAYTON, OH 45417

Pres. Commercial Business Unit

Signatures

/s/Gerard D. Sowar, by power of attorney for Jerrold A. Beigel

03/04/2011

**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).
 - Awarded pursuant to The Standard Register Company 2011 Equity Incentive Plan. This award is expressly contingent on obtaining
- (1) shareholder approval of The Standard Register Company 2011 Equity Incentive Plan at the Annual Shareholders Meeting on April 28, 2011.
- (2) The options are exercisable in equal increments on 3/3/12, 3/3/13, 3/3/14 and 3/3/15.

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.

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