

Acorn International, Inc.  
Form 6-K  
December 01, 2011

## **Form 6-K**

# **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

**Washington D.C. 20549**

**REPORT OF FOREIGN ISSUER**

**PURSUANT TO RULE 13a-16 OR 15d-16 OF THE  
SECURITIES EXCHANGE ACT OF 1934**

**For the month of December 2011**

**Commission File Number: 001-33429**

## **Acorn International, Inc.**

**18/F, 20th Building, 487 Tianlin Road**

**Shanghai, 200233**

**People's Republic of China**

Edgar Filing: Acorn International, Inc. - Form 6-K

(Address of principal executive office)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F  Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes  No

If  Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82- N/A

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

**Acorn International, Inc.**

By: /s/ Robert W. Roche  
Name: Robert W. Roche  
Title: Executive Chairman

Date: December 1, 2011

**Acorn International Announces Principal Financial and Accounting Officer to Step Down**

SHANGHAI, China, December 1, 2011 Acorn International, Inc. (NYSE: ATV) ( Acorn or the Company ), a media and branding company in China engaged in developing, promoting and selling products through extensive direct sales and distribution networks, today announced that effective December 1, 2011, Ms. Irene Lin Bian stepped down as Principal Financial and Accounting Officer of Acorn International, Inc. (NYSE: ATV) ( Acorn or the Company ) to pursue personal interests. The Company has had an ongoing search for a qualified Chief Financial Officer/Principal Accounting Officer with international management and U.S. capital markets experience to fill the vacancy.

**About Acorn International, Inc.**

Acorn is a media and branding company in China, operating one of China's largest TV direct sales businesses in terms of revenues and TV air time, and other direct sales platforms and a nationwide distribution network. Acorn's TV direct sales platform consists of airtime purchased from both national and local channels. Acorn's other direct sales platforms include third-party bank channels, outbound calls, catalogs and Internet. Acorn has built a proven track record of developing, promoting and selling proprietary-branded products, as well as products from established third parties. For more information, please visit <http://ir.chinadrtv.com>.

3

**Contact:**

Acorn International, Inc.

Ms. Lilian Lai

Phone: +86-21-51518888 Ext. 2540

Email: [lilian@chinadrtv.com](mailto:lilian@chinadrtv.com)

[www.chinadrtv.com](http://www.chinadrtv.com)