

RENTRAK CORP  
Form 4  
May 28, 2010

# FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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## 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)

1. Name and Address of Reporting Person \*  
KUPER GEORGE H

(Last) (First) (Middle)

3600 GREEN COURT, SUITE 710

(Street)

ANN ARBOR, MI 48105

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
RENTRAK CORP [RENT]

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

05/26/2010

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)

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

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	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 Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock	05/26/2010		M		12,500 A \$ 3.688	57,250	D
Common Stock	05/26/2010		M		10,000 A \$ 6.85	67,250	D
Common Stock	05/26/2010		M		10,000 A \$ 5.2	77,250	D
Common Stock	05/26/2010		M		10,000 A \$ 9	87,250	D
Common Stock	05/26/2010		M		12,500 A \$ 10.79	99,750	D
	05/26/2010		F		16,610 D	83,140	D

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Common Stock \$ 23.57

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

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SEC 1474  
(9-02)

**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. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Stock Option (right to buy)	\$ 3.688	05/26/2010		M	12,500	04/02/2002 04/02/2011	Common Stock 12,500
Stock Option (right to buy)	\$ 6.85	05/26/2010		M	10,000	04/01/2003 04/01/2012	Common Stock 10,000
Stock Option (right to buy)	\$ 5.2	05/26/2010		M	10,000	04/01/2004 04/01/2013	Common Stock 10,000
Stock Option (right to buy)	\$ 9	05/26/2010		M	10,000	04/01/2005 04/01/2014	Common Stock 10,000
Stock Option (right to buy)	\$ 10.79	05/26/2010		M	12,500	04/01/2006 04/01/2015	Common Stock 12,500

## Reporting Owners

Reporting Owner Name / Address

Relationships

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Director   10% Owner   Officer   Other

KUPER GEORGE H  
3600 GREEN COURT, SUITE 710      X  
ANN ARBOR, MI 48105

## Signatures

George H.  
Kuper                                      05/27/2010

\_\_Signature of                                      Date  
Reporting Person

## 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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