

ROSENBAUM PAUL A  
Form 4  
June 17, 2010

**FORM 4**

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

OMB APPROVAL

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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)

1. Name and Address of Reporting Person \*  
ROSENBAUM PAUL A

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
7700 N.E. AMBASSADOR PLACE  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
06/15/2010

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Chairman of the Board

PORTLAND, OR 97220

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**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	06/15/2010		M		28,571 A \$ 3.5	178,254	D
Common Stock	06/15/2010		M		31,645 A \$ 3.16	209,899	D
Common Stock	06/15/2010		M		14,727 A \$ 6.89	224,626	D
Common Stock	06/15/2010		M		38,092 A \$ 10.5	262,718	D

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

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(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 Security (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 3.5	06/15/2010		M	28,571	09/19/2001	03/30/2011	Common Stock	28,571
Employee Stock Option (Right to Buy)	\$ 3.16	06/15/2010		M	31,645	08/30/2002	09/11/2011	Common Stock	31,645
Employee Stock Option (Right to Buy)	\$ 6.89	06/15/2010		M	14,727	08/20/2004	08/20/2013	Common Stock	14,727
Employee Stock Option (Right to Buy)	\$ 10.5	06/15/2010		M	38,092	02/09/2006 <sup>(1)</sup>	02/09/2012	Common Stock	38,092

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ROSENBAUM PAUL A 7700 N.E. AMBASSADOR PLACE PORTLAND, OR 97220	X		Chairman of the Board	

## Signatures

Paul A.  
Rosenbaum

06/16/2010

\_\_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) Options vested in four equal annual installments beginning on date shown.

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.