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Lanza Robe Form 4 September 2												
FORM	ЛЛ									OMB AF	PROVAL	
	• • UNITED	STATES						NGE CO	OMMISSION	OMB Number:	3235-0287	
Check th if no lor subject to Section Form 4 Form 5 obligation may cor <i>See</i> Inst 1(b).	Washington, D.C. 20549 F CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES Section 16(a) of the Securities Exchange Act of 1934, Public Utility Holding Company Act of 1935 or Section of the Investment Company Act of 1940							Expires:January 31, 2005Estimated average burden hours per response0.5				
(Print or Type	Responses)											
1. Name and Lanza Rob	Address of Reporting ert	Person <u>*</u>	Symbol ADVA	NCED	• C.	d Ticker or 7 ELL 7, INC. [A]	5. Relationship of I Issuer (Check	Reporting Pers		
						ransaction		-	Director 10% Owner X Officer (give title Other (specify			
				nth/Day/Year) 20/2010					below) below) Chief Scientific Officer			
MARLBO	(Street) ROUGH, MA 017	752	4. If Am Filed(Mo			ate Original r)		-	5. Individual or Joi Applicable Line) _X_ Form filed by Or Form filed by Mo	ne Reporting Per	rson	
(City)	(State)	(Zip)	Tab	de I - No	n-l	Derivative S	Securi		Person ired, Disposed of,	or Beneficial	v Owned	
1.Title of Security (Instr. 3)		Transaction Date 2A. Deemed onth/Day/Year) Execution Date, if any				4. Securitie pror Disposed (Instr. 3, 4)	s Acq d of (E	uired (A)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Common				Code	v	Amount	(D)	Price	(Instr. 3 and 4)			
Stock, par value \$0.001	09/20/2010			S		10,000	D	\$ 0.0695	27,343,180	D		
Common Stock, par value \$0.001	09/20/2010			S		15,000	D	\$ 0.069	9 27,328,180	D		
Common Stock, par value \$0.001	09/20/2010			S		19,000	D	\$ 0.0686	27,309,180	D		

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Common Stock, par value \$0.001	09/20/2010	S	188,200	D	\$ 0.0685	27,120,980	D
Common Stock, par value \$0.001	09/20/2010	S	18,000	D	\$ 0.0682	27,102,980	D
Common Stock, par value \$0.001	09/20/2010	S	47,500	D	\$ 0.0681	27,055,480	D
Common Stock, par value \$0.001	09/20/2010	S	260,794	D	\$ 0.068	26,794,686	D
Common Stock, par value \$0.001	09/20/2010	S	5,000	D	\$ 0.0679	26,789,686	D
Common Stock, par value \$0.001	09/20/2010	S	36,506	D	\$ 0.0675	26,753,180	D

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

Persons who respond to the collection of 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 Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	4. Transactio Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	7. Titl Amou Under Securi (Instr.	int of lying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owna Follo Repo Trans (Instr
			Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Add	ress	Relationships							
	Director	10% Owner	Officer	Other					
Lanza Robert 33 LOCKE DRIVE MARLBOROUGH, MA 01	752		Chief Scientific Officer						
Signatures									
/s/ Robert Lanza	09/22/2010								
**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).

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.