

STURM RUGER & CO INC
Form SC 13G/A
February 11, 2016

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

SCHEDULE 13G
Under the Securities Exchange Act of 1934

(Amendment No. 1)*
Sturm, Ruger & Company, Inc.
(Name of Issuer)
Common Stock, \$1.00 par value
(Title of Class of Securities)
864159108
(CUSIP Number)
December 31, 2015

Date of Event Which Requires Filing of this Statement

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP No. 864159108

1 Name of Reporting Person:
Abdiel Qualified Master Fund LP

I.R.S. Identification No. of above Person (entities only) (voluntary)

2 Check the Appropriate Box if a Member of a Group

(a)

(b)

3 SEC USE ONLY

4 Citizenship or Place of Organization

Cayman Islands

| | | |
|--------------|---|--------------------------|
| NUMBER OF | 5 | SOLE VOTING POWER |
| SHARES | | 0 |
| BENEFICIALLY | 6 | SHARED VOTING POWER |
| OWNED BY | | 993,726 * |
| EACH | 7 | SOLE DISPOSITIVE POWER |
| REPORTING | | 0 |
| PERSON | 8 | SHARED DISPOSITIVE POWER |
| WITH | | 993,726 * |

9 AGGREGATE AMOUNT BENEFICIALLY OWNED
993,726 *

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)
5.3% **

12 TYPE OF REPORTING PERSON
PN

* As of December 31, 2015

** Based on 18,701,530 shares of Common Stock outstanding as of October 30, 2015, as reported in the Issuer's Report on Form 10-Q for the period ended September 26, 2015 filed with the Securities and Exchange Commission on November 4, 2015.

CUSIP No. 864159108

1 Names of Reporting Person:
Abdiel Capital LP

I.R.S. Identification No. of above Person (entities only) (voluntary)

2 Check the Appropriate Box if a Member of a Group

(a)

(b)

3 SEC USE ONLY

4 Citizenship or Place of Organization

Delaware

| | | |
|--------------|---|--------------------------|
| NUMBER OF | 5 | SOLE VOTING POWER |
| SHARES | | 0 |
| BENEFICIALLY | 6 | SHARED VOTING POWER |
| OWNED BY | | 53,082 * |
| EACH | 7 | SOLE DISPOSITIVE POWER |
| REPORTING | | 0 |
| PERSON | 8 | SHARED DISPOSITIVE POWER |
| WITH | | 53,082 * |

9 AGGREGATE AMOUNT BENEFICIALLY OWNED
53,082 *

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)
0.3% **

12 TYPE OF REPORTING PERSON
PN

* As of December 31, 2015

** Based on 18,701,530 shares of Common Stock outstanding as of October 30, 2015, as reported in the Issuer's Report on Form 10-Q for the period ended September 26, 2015 filed with the Securities and Exchange Commission on November 4, 2015.

CUSIP No. 864159108

1 Names of Reporting Person:
Abdiel Capital Management, LLC

I.R.S. Identification No. of above Person (entities only) (voluntary)

2 Check the Appropriate Box if a Member of a Group

(a)

(b)

3 SEC USE ONLY

4 Citizenship or Place of Organization

Delaware

| | | |
|--------------|---|--------------------------|
| NUMBER OF | 5 | SOLE VOTING POWER |
| SHARES | | 0 |
| BENEFICIALLY | 6 | SHARED VOTING POWER |
| OWNED BY | | 1,046,808 * |
| EACH | 7 | SOLE DISPOSITIVE POWER |
| REPORTING | | 0 |
| PERSON | 8 | SHARED DISPOSITIVE POWER |
| WITH | | 1,046,808 * |

9 AGGREGATE AMOUNT BENEFICIALLY OWNED
1,046,808 *

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)
5.6% **

12 TYPE OF REPORTING PERSON
OO

* As of December 31, 2015 and consisting of 993,726 shares of Common Stock held by Abdiel Qualified Master Fund LP and 53,082 shares of Common Stock held by Abdiel Capital LP.

** Based on 18,701,530 shares of Common Stock outstanding as of October 30, 2015, as reported in the Issuer's Report on Form 10-Q for the period ended September 26, 2015 filed with the Securities and Exchange Commission on November 4, 2015.

CUSIP No. 864159108

1 Names of Reporting Person:
Abdiel Capital Advisors, LP

I.R.S. Identification No. of above Person (entities only) (voluntary)

2 Check the Appropriate Box if a Member of a Group

(a)
(b)

3 SEC USE ONLY

4 Citizenship or Place of Organization

Delaware

| | | |
|--------------|---|--------------------------|
| NUMBER OF | 5 | SOLE VOTING POWER |
| SHARES | | 0 |
| BENEFICIALLY | 6 | SHARED VOTING POWER |
| OWNED BY | | 1,046,808 * |
| EACH | 7 | SOLE DISPOSITIVE POWER |
| REPORTING | | 0 |
| PERSON | 8 | SHARED DISPOSITIVE POWER |
| WITH | | 1,046,808 * |

9 AGGREGATE AMOUNT BENEFICIALLY OWNED
1,046,808 *

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)
5.6% **

12 TYPE OF REPORTING PERSON
PN, IA

* As of December 31, 2015 and consisting of 993,726 shares of Common Stock held by Abdiel Qualified Master Fund LP and 53,082 shares of Common Stock held by Abdiel Capital LP.

** Based on 18,701,530 shares of Common Stock outstanding as of October 30, 2015, as reported in the Issuer's Report on Form 10-Q for the period ended September 26, 2015 filed with the Securities and Exchange Commission on November 4, 2015.

CUSIP No. 864159108

1 Names of Reporting Person:
Colin T. Moran

I.R.S. Identification No. of above Person (entities only) (voluntary)

2 Check the Appropriate Box if a Member of a Group

(a)

(b)

3 SEC USE ONLY

4 Citizenship or Place of Organization

United States

| | | |
|--------------|-------------|--------------------------|
| NUMBER OF | 5 | SOLE VOTING POWER |
| SHARES | 0 | |
| BENEFICIALLY | 6 | SHARED VOTING POWER |
| OWNED BY | 1,046,808 * | |
| EACH | 7 | SOLE DISPOSITIVE POWER |
| REPORTING | 0 | |
| PERSON | 8 | SHARED DISPOSITIVE POWER |
| WITH | 1,046,808 * | |

9 AGGREGATE AMOUNT BENEFICIALLY OWNED
1,046,808 *

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)
5.6% **

12 TYPE OF REPORTING PERSON
IN

* As of December 31, 2015 and consisting of 993,726 shares of Common Stock held by Abdiel Qualified Master Fund LP and 53,082 shares of Common Stock held by Abdiel Capital LP.

** Based on 18,701,530 shares of Common Stock outstanding as of October 30, 2015, as reported in the Issuer's Report on Form 10-Q for the period ended September 26, 2015 filed with the Securities and Exchange Commission on November 4, 2015.

CUSIP No. 864159108

SCHEDULE 13G (AMENDMENT NO. 1)

Reference is hereby made to the statement on Schedule 13G filed with the Securities and Exchange Commission by the Reporting Persons with respect to the Common Stock of the Issuer on April 22, 2015 (the "Schedule 13G"). Terms defined in the Schedule 13G are used herein as so defined.

The following Items of the Schedule 13G are hereby amended and restated as follows:

Item 4 Ownership:

(a) through (c):

The information requested herein is incorporated by reference to the cover pages to this Amendment No. 1 to Schedule 13G .

Abdiel Capital Management, LLC and Abdiel Capital Advisors, LP serve as the general partner and the investment manager, respectively, of Abdiel Qualified Master Fund LP and Abdiel Capital LP. Colin T. Moran serves as managing member of Abdiel Capital Management, LLC and Abdiel Capital Partners, LLC, which serves as the general partner of Abdiel Capital Advisors, LP. Each of the Reporting Persons disclaims beneficial ownership of the shares reported herein except to the extent of its or his pecuniary interest therein.

CUSIP No. 864159108

SIGNATURES

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 11, 2016

ABDIEL QUALIFIED MASTER FUND
LP

By: Abdiel Capital
Management, LLC,
its General Partner

By: /s/ Colin T. Moran
Colin T. Moran, Managing
Member

ABDIEL CAPITAL LP

By: Abdiel Capital
Management, LLC,
its General Partner

By: /s/ Colin T. Moran
Colin T. Moran, Managing
Member

ABDIEL CAPITAL MANAGEMENT,
LLC

By: /s/ Colin T. Moran
:
Colin T. Moran, Managing
Member

ABDIEL CAPITAL ADVISORS, LP

By: Abdiel Capital Partners,
LLC,
its General Partner

By: /s/ Colin T. Moran

Colin T. Moran, Managing
Member

COLIN T. MORAN

By: /s/ Colin T. Moran
Colin T. Moran,
Individually