

SECURITIES AND EXCHANGE COMMISSION

FORM 8-K

Current report filing

Filing Date: **2010-06-01** | Period of Report: **2010-05-25**
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FILER

Atrinsic, Inc.

CIK: **1022899** | IRS No.: **061390025** | State of Incorporation: **DE** | Fiscal Year End: **1231**
Type: **8-K** | Act: **34** | File No.: **001-12555** | Film No.: **10870189**
SIC: **7389** Business services, nec

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NEW YORK NY 10018

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NEW YORK NY 10018
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UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report (Date of Earliest Event Reported): May 25, 2010

ATRINSIC, INC.

(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction of incorporation)

001-12555
(Commission File Number)

06-1390025
(I.R.S. Employer Identification No.)

469 7th Avenue, 10th Floor, New York, NY 10018
(Address of Principal Executive Offices/Zip Code)

(212) 716-1977
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 8.01 Other Events.

On May 25, 2010, Atrinsic, Inc. (the “Company”), reduced its workforce by 47 positions, a reduction of approximately 30% of its total workforce. The reductions were taken in an effort to reduce ongoing operating expenses and to align the Company’s business structure to its current objectives and opportunities. The Company instituted this reduction in force to continue to focus on and serve its direct-to-consumer entertainment and lifestyle digital subscription products. The staff reductions did not affect the agency portion of the business.

SIGNATURES

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 hereunto duly authorized.

Atrinsic, Inc.

Date: June 1, 2010

By: /s/ Thomas Plotts

Thomas Plotts

Chief Financial Officer (Interim)
