

IRSA INVESTMENTS & REPRESENTATIONS INC
 Form 4
 December 01, 2009

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

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 *
 ELSZTAIN EDUARDO S

2. Issuer Name and Ticker or Trading Symbol
 HERSHA HOSPITALITY TRUST [HT]

5. Relationship of Reporting Person(s) to Issuer
 (Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)
 11/27/2009

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

HERSHA HOSPITALITY TRUST, 510 WALNUT STREET, 9TH FLOOR

(Street)

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

PHILADELPHIA, PA 19106

(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 Indirect Beneficial Ownership (Instr. 4) | | | |
|---|--------------------------------------|--|--------------------------------|---|---|--|---|-----------|------------------|-----------------------------|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| CLASS A COMMON SHARES OF BENEFICIAL INT | 11/27/2009 | | P | | 26,189 | A | \$ 2.4639 | 6,266,463 | I ⁽¹⁾ | See Footnote ⁽¹⁾ |
| CLASS A COMMON SHARES OF BENEFICIAL INT | 11/30/2009 | | P | | 46,596 | A | \$ 2.4538 | 6,313,059 | I ⁽¹⁾ | See Footnote ⁽¹⁾ |

Edgar Filing: IRSA INVESTMENTS & REPRESENTATIONS INC - Form 4

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.

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) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
| | | | | Code | V | (A) | (D) | Title | Amount or Number of Shares |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|---------|-----------------------|
| | Director | 10% Owner | Officer | Other |
| ELSZTAIN EDUARDO S HERSHA HOSPITALITY TRUST 510 WALNUT STREET, 9TH FLOOR PHILADELPHIA, PA 19106 | X | X | | |
| IRSA INVESTMENTS & REPRESENTATIONS INC BOL??VAR 108 BUENOS AIRES, C1 | | | | Chairman of the Board |
| CONSULTORES ASSETS MANAGEMENT STOCK CORP BOL??VAR 108, 1ST FLOOR BUENOS AIRES, C1 | | | | Chairman of the Board |
| Ifis LTD MINTFLOWER PLACE, 4TH FLOOR 8 PAR-LA-VILLE ROAD HAMILTON, D0 HM 08 | | | | Chairman of the Board |
| CONSULTORES VENTURE CAPITAL LTD REGATTA OFFICE PARK, P.O. BOX 31106, SMB GRAND CAYMAN, E9 | | | | Chairman of the Board |

INVERSIONES FINANCIERAS DEL SUR STOCK CORP
 RUTA 8, 17,500, EDIFICIO @3, LOCAL 003
 MONTEVIDEO, X3 CP 91609
 Chairman of the Board

CRESUD INC
 MORENO 877, 23RD FLOOR
 CIUDAD AUT??NOMA DE
 BUENOS AIRES, C1
 Chairman of the Board

Agrology Stock Corp
 MORENO 877, 21ST FLOOR
 BUENOS AIRES, C1
 Chairman of the Board

CONSULTORES VENTURE CAPITAL URUGUAY STOCK
 CORP
 RUTA 8, 17,500, EDIFICIO @3, LOCAL 003
 MONTEVIDEO, X3 CP 91609
 Chairman of the Board

TYRUS STOCK CORP
 COLONIA 810, OF. 403
 MONTEVIDEO, X3 CP 11000
 Chairman of the Board

Signatures

/s/ Eduardo S. Elsztain 12/01/2009
 Signature of Reporting Person Date

/s/ Eduardo S. Elsztain Chairman of the Board for IRSA Inversiones y Representaciones
 Sociedad An??nima 12/01/2009
 Signature of Reporting Person Date

/s/ Eduardo S. Elsztain Chairman of the Board for Consultores Assets Management S.A.
 Signature of Reporting Person Date

/s/ Eduardo S. Elsztain Chairman of the Board for IFIS Limited 12/01/2009
 Signature of Reporting Person Date

/s/ Eduardo S. Elsztain Chairman of the Board for Consultores Venture Capital Limited 12/01/2009
 Signature of Reporting Person Date

/s/ Eduardo S. Elsztain Chairman of the Board for Inversiones Financieras del Sur S.A.
 Signature of Reporting Person Date

/s/ Eduardo S. Elsztain Chairman of the Board for Cresud Sociedad An??nima Comercial,
 Inmobiliaria, Financiera y Agropecuaria 12/01/2009
 Signature of Reporting Person Date

/s/ Alejandro G. Elsztain Chairman of the Board for Agrology S.A. 12/01/2009
 Signature of Reporting Person Date

/s/ Eduardo S. Elsztain Chairman of the Board for Consultores Venture Capital Uruguay
 Signature of Reporting Person Date

/s/ Eduardo S. Elsztain Chairman of the Board for Tyrus S.A. 12/01/2009
 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) See Exhibit

Remarks:

Form 1 of 2

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.