

HEFNER HUGH MARSTON
Form SC 13G/A
March 10, 2011

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 13G

(Rule 13d-102)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT
TO RULE 13d-1(b), (c) AND (d) AND AMENDMENTS THERETO FILED

PURSUANT TO RULE 13d-2

(Amendment No. 1)*

Playboy Enterprises, Inc.

(Name of Issuer)

Common - Class A (Voting)
(Title of Class of Securities)

728117201
(CUSIP Number)

March 4, 2011

(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 disclosures provided in a prior cover page. The information required on 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).

1 NAME OF REPORTING PERSONS

I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)

2 **Hugh Marston Hefner**
CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP*

(a) " (b) "

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

United States

5 SOLE VOTING POWER

NUMBER OF

SHARES 6 **0** SHARED VOTING POWER

BENEFICIALLY

OWNED BY **0**
EACH 7 SOLE DISPOSITIVE POWER

REPORTING

PERSON **0**
WITH 8 SHARED DISPOSITIVE POWER

9 **0**
AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

10 **0**
CHECK BOX IF THE AGGREGATE AMOUNT IN ROW 9 EXCLUDES CERTAIN SHARES*

11 N/A
PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

12 0%
TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

Individual

Item 1.

(a) Name of Issuer: Playboy Enterprises, Inc.

(b) Address of Issuer's Principal Executive Offices:

680 North Lake Shore Drive

Chicago, Illinois 60611

Item 2.

(a) Name of Person Filing: Hugh Marston Hefner

(b) Address of Principal Business Office or, if none, Residence:

10236 Charing Cross Road

Los Angeles, California 90024

(c) Citizenship: United States

(d) Title of Class of Securities: Common - Class A (Voting)

(e) CUSIP Number: 728117201

Item 3. If this statement is filed pursuant to Rule 13d-1(b), or 13d-2(b) or (c), check whether the person filing is a:
Not Applicable.

Item 4. Ownership.

(a) Amount Beneficially Owned: 0

(b) Percent of Class: 0%

(c) Number of shares as to which such person has:

- (i) sole power to vote or to direct the vote: 0

- (ii) shared power to vote or to direct the vote: 0

- (iii) sole power to dispose or to direct the disposition of: 0

- (iv) shared power to dispose or to direct the disposition of: 0

Item 5. Ownership of Five Percent or Less of a Class.

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than 5 percent of the class of securities, check the following .

Item 6. Ownership of More than Five Percent on Behalf of Another Person.

Not Applicable.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company.

Not Applicable.

Item 8. Identification and Classification of Members of the Group.

Not Applicable.

Item 9. Notice of Dissolution of Group.

Not Applicable.

Item 10. Certification.

Not Applicable.

SIGNATURE

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.

March 10, 2011

Date

/s/ Hugh M. Hefner
Hugh M. Hefner, trustee of
The Hugh M. Hefner 1991 Trust