

usell.com, Inc.
Form 8-K
July 26, 2012

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): July 23, 2012

usell.com, Inc.

(Exact name of registrant as specified in its charter)

Delaware
(State or other Jurisdiction of Incorporation)

000-50494
(Commission File Number)

98-0412432
(IRS Employer Identification No.)

413 North Federal Highway

Ft. Lauderdale, Florida **33301**
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code: **(954) 915-1550**

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:

- 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))

Item 8.01 Other Events.

On July 23, 2012, Upstream Worldwide, Inc. (the "Company") filed a Certificate of Amendment to its Certificate of Incorporation changing its name to usell.com, Inc. On July 26, 2012, the Company received notice from the Financial Industry Regulatory Authority, Inc. that effective on Friday, July 27, 2012, the Company's common stock will trade under its new name and stock symbol (OTCBB: USEL).

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.

USELL.COM, INC.

Date: July 26, 2012 By: /s/ Daniel Brauser
Name: Daniel Brauser
Title: Chief Executive Officer and President