

Edgar Filing: GRAVITY Co., Ltd. - Form SC 13D/A

GRAVITY Co., Ltd.  
Form SC 13D/A  
August 07, 2009

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

SCHEDULE 13D  
Under the Securities Exchange Act of 1934  
(Amendment No. 11)

Gravity Co., Ltd.

-----  
(Name of Issuer)

Common Stock, Par Value Won 500 Per Share

Shares of Common Stock in the form of American  
Depository Shares\*

-----  
(Title of Class of Securities)  
38911N107

-----  
(CUSIP Number)

Moon Capital Master Fund Ltd.  
c/o Moon Capital Management LP  
499 Park Avenue, 8th Floor  
New York, NY 10022  
Attention: Richard Walz, Esq.  
General Counsel  
(212) 652-4567

with a copy to:  
Chadbourne & Parke LLP  
30 Rockefeller Plaza  
New York, NY 10112  
Attention: Sey-Hyo Lee, Esq.  
(212) 408-5100

-----  
(Name, Address and Telephone Number of Person Authorized to Receive Notices  
and Communications)

August 4, 2009

-----  
(Date of Event which Requires Filing of this Statement)  
-----

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of Sections 240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box

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 (the "Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act.

-----  
\* Each American Depository Share represents one-fourth of one share of common stock, par value Won 500 per share (the "Common Stock").

Edgar Filing: GRAVITY Co., Ltd. - Form SC 13D/A

SCHEDULE 13D

-----  
 CUSIP No. 38911N107  
 -----

-----  
 Page 2 of 9 Pages  
 -----

|    |   |   |
|----|---|---|
| 1  | NAMES OF REPORTING PERSONS<br>I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS           |   |
|    |   | Moon Capital Master Fund Ltd.   |
| 2  | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP*                                   | (a) <input checked="" type="checkbox"/><br>(b) <input type="checkbox"/> |
| 3  | SEC USE ONLY  |   |
| 4  | SOURCE OF FUNDS   |   |
|    |   | 00  |
| 5  | CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) or 2(e) | <input type="checkbox"/>  |
| 6  | CITIZENSHIP OR PLACE OF ORGANIZATION  |   |
|    |   | Cayman Islands  |
|    | NUMBER OF   | 7 SOLE VOTING POWER   |
|    | SHARES  | -0-   |
|    | BENEFICIALLY  | 8 SHARED VOTING POWER   |
|    | OWNED BY  | 504,630*  |
|    | EACH  | 9 SOLE DISPOSITIVE POWER  |
|    | REPORTING   | -0-   |
|    | PERSON  | 10 SHARED DISPOSITIVE POWER   |
|    | WITH  | 504,630*  |
| 11 | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON                        |   |
|    |   | 504,630*  |
| 12 | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES               | <input type="checkbox"/>  |
| 13 | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)                                  |   |
|    |   | 7.25% of outstanding shares of Common Stock                             |
| 14 | TYPE OF REPORTING PERSON  |   |
|    |   | CO  |

Edgar Filing: GRAVITY Co., Ltd. - Form SC 13D/A

\* Includes 105,971 shares of Common Stock and 1,594,636 American Depository Shares ("ADSs") representing 398,659 shares of Common Stock.

SCHEDULE 13D

CUSIP No. 38911N107

Page 3 of 9 Pages

|    |   |   |                              |
|----|---|---|------------------------------|
| 1  | NAMES OF REPORTING PERSONS<br>I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS           |   |                              |
|    | Moon Capital Leveraged Master Fund Ltd.   |   |                              |
| 2  | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP*                                   | (a) <input checked="" type="checkbox"/> | (b) <input type="checkbox"/> |
| 3  | SEC USE ONLY  |   |                              |
| 4  | SOURCE OF FUNDS   |   |                              |
|    | OO  |   |                              |
| 5  | CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) or 2(e) |   | <input type="checkbox"/>     |
| 6  | CITIZENSHIP OR PLACE OF ORGANIZATION  |   |                              |
|    | Cayman Islands  |   |                              |
|    | NUMBER OF   | 7                                       | SOLE VOTING POWER            |
|    | SHARES  | -0-                                     |                              |
|    | BENEFICIALLY  | 8                                       | SHARED VOTING POWER          |
|    | OWNED BY  | 87,307*                                 |                              |
|    | EACH  | 9                                       | SOLE DISPOSITIVE POWER       |
|    | REPORTING   | -0-                                     |                              |
|    | PERSON  | 10                                      | SHARED DISPOSITIVE POWER     |
|    | WITH  | 87,307*                                 |                              |
| 11 | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON                        |   |                              |
|    | 87,307*   |   |                              |
| 12 | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES               |   | <input type="checkbox"/>     |
| 13 | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)                                  |   |                              |

Edgar Filing: GRAVITY Co., Ltd. - Form SC 13D/A

1.25% of outstanding shares of Common Stock

14 TYPE OF REPORTING PERSON  
CO

\* Represents 349,228 ADSs.

SCHEDULE 13D

CUSIP No. 38911N107

Page 4 of 9 Pages

1 NAMES OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS

Moon Capital Management LP

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\* (a)   
(b)

3 SEC USE ONLY

4 SOURCE OF FUNDS

OO

5 CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS  
2(d) or 2(e)

6 CITIZENSHIP OR PLACE OF ORGANIZATION

Delaware

NUMBER OF 7 SOLE VOTING POWER

SHARES -0-

BENEFICIALLY 8 SHARED VOTING POWER

OWNED BY 591,937\*

EACH 9 SOLE DISPOSITIVE POWER

REPORTING -0-

PERSON 10 SHARED DISPOSITIVE POWER

WITH 591,937\*

11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

591,937\*

Edgar Filing: GRAVITY Co., Ltd. - Form SC 13D/A

12 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES [ ]

13 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)  
8.5% of outstanding shares of Common Stock

14 TYPE OF REPORTING PERSON  
PN

\* Includes 105,971 shares of Common Stock and 1,943,864 ADSs representing 485,966 shares of Common Stock.

SCHEDULE 13D

CUSIP No. 38911N107

Page 5 of 9 Pages

1 NAMES OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS  
JWM Capital LLC

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\* (a) [X]  
(b) [ ]

3 SEC USE ONLY

4 SOURCE OF FUNDS  
OO

5 CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) or 2(e) [ ]

6 CITIZENSHIP OR PLACE OF ORGANIZATION  
Delaware

NUMBER OF 7 SOLE VOTING POWER  
SHARES -0-

BENEFICIALLY 8 SHARED VOTING POWER  
OWNED BY 591,937\*

EACH 9 SOLE DISPOSITIVE POWER  
REPORTING -0-

PERSON 10 SHARED DISPOSITIVE POWER

Edgar Filing: GRAVITY Co., Ltd. - Form SC 13D/A

WITH 591,937\*

-----

11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
591,937\*

-----

12 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES [ ]

-----

13 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)  
8.5% of outstanding shares of Common Stock

-----

14 TYPE OF REPORTING PERSON  
OO

-----

-----

\* Includes 105,971 shares of Common Stock and 1,943,864 ADSs representing 485,966 shares of Common Stock.

SCHEDULE 13D

-----

CUSIP No. 38911N107

-----

-----

Page 6 of 9 Pages

-----

-----

1 NAMES OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS  
  
John W. Moon

-----

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\* (a) [X]  
(b) [ ]

-----

3 SEC USE ONLY

-----

4 SOURCE OF FUNDS  
  
OO

-----

5 CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) or 2(e) [ ]

-----

6 CITIZENSHIP OR PLACE OF ORGANIZATION  
  
United States of America

-----

|              |          |                     |
|--------------|----------|---------------------|
| NUMBER OF    | 7        | SOLE VOTING POWER   |
| SHARES       | -0-      |                     |
| -----        |          |                     |
| BENEFICIALLY | 8        | SHARED VOTING POWER |
| OWNED BY     | 591,937* |                     |

-----

Edgar Filing: GRAVITY Co., Ltd. - Form SC 13D/A

|           |  |                          |
|-----------|--|--------------------------|
| EACH      | 9  | SOLE DISPOSITIVE POWER   |
| REPORTING |  | -0-                      |
| PERSON    | 10   | SHARED DISPOSITIVE POWER |
| WITH      |  | 591,937*                 |
| 11        | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON                                   |                          |
|           | 591,937*   |                          |
| 12        | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES <input type="checkbox"/> |                          |
| 13        | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)   |                          |
|           | 8.5% of outstanding shares of Common Stock   |                          |
| 14        | TYPE OF REPORTING PERSON   |                          |
|           | IN   |                          |

\* Includes 105,971 shares of Common Stock and 1,943,864 ADSs representing 485,966 shares of Common Stock.

CUSIP NO. 38911N107

SCHEDULE 13D

Page 7 of 9 Pages

This Amendment No. 11 (this "Amendment No. 11") further amends and supplements the Schedule 13D dated March 28, 2006 filed by Moon Capital Master Fund Ltd., Moon Capital Management LP, JWM Capital LLC and Mr. John W. Moon (the "Schedule 13D") in connection with the American Depository Shares of Gravity Co., Ltd., as amended and supplemented by Amendment No. 1 to Schedule 13D dated May 4, 2006 ("Amendment No. 1"), Amendment No. 2 to Schedule 13D dated May 23, 2006 ("Amendment No. 2"), Amendment No. 3 to Schedule 13D dated June 1, 2006 ("Amendment No. 3"), Amendment No. 4 to Schedule 13D dated July 18, 2006 ("Amendment No. 4"), Amendment No. 5 to Schedule 13D dated July 31, 2006 ("Amendment No. 5"), Amendment No. 6 to Schedule 13D dated August 22, 2006 ("Amendment No. 6"), Amendment No. 7 to Schedule 13D dated August 25, 2006 ("Amendment No. 7"), Amendment No. 8 to Schedule 13D dated November 9, 2006 ("Amendment No. 8"), Amendment No. 9 to Schedule 13D dated November 20, 2006 ("Amendment No. 9"), and Amendment No. 10 to Schedule 13D dated July 8, 2009 ("Amendment No. 10") filed by Moon Capital Master Fund Ltd., Moon Capital Leveraged Master Fund Ltd., Moon Capital Management LP, JWM Capital LLC and Mr. John W. Moon in connection with the American Depository Shares and shares of common stock of Gravity Co., Ltd. Capitalized terms used in this Amendment No. 11 and not otherwise defined herein have the meanings assigned to such terms in Amendments Nos. 1 through 10 and/or the Schedule 13D.

Item 2. Identity and Background.

The second paragraph of Item 2 is hereby amended and restated in its entirety as follows:

Edgar Filing: GRAVITY Co., Ltd. - Form SC 13D/A

The Master Fund, the Leveraged Fund, the Investment Manager, the IMGF and Mr. Moon are hereinafter sometimes collectively referred to as the "Reporting Persons". Any disclosures made herein with respect to persons or entities other than the Reporting Persons are made on information and belief. By virtue of the communications among the Reporting Persons and representatives of Ramius LLC (formerly named Ramius Capital Group, LLC) and certain of its affiliates (collectively the "Ramius Entities") and certain actions as to the matters more fully described in Item 4 and the Sharing Agreement, dated as of March 28, 2006, between the Reporting Persons and the Ramius Entities as to the sharing of certain information and expenses attached as an exhibit to the Schedule 13D, the Reporting Persons may be deemed to be a "group" with the Ramius Entities for purposes of the Securities Exchange Act of 1934, as amended (the "Act"). On the basis of information provided to the Reporting Persons by the Ramius Entities, the Reporting Persons believe that the Ramius Entities are the beneficial owners of an aggregate of 921,516 ADSs and 105,973 shares of Common Stock representing in the aggregate approximately 4.9% of the outstanding shares of Common Stock. The Reporting Persons expressly disclaim beneficial ownership of securities held by any person or entity other than the various accounts under the Reporting Persons' management and control. The securities reported herein as being beneficially owned by the Reporting Persons do not include any securities held by the Ramius Entities (including but not limited to accounts or entities under its control) or any other person or entity other than the various entities and accounts under the Reporting Persons' management and control.

CUSIP NO. 38911N107

SCHEDULE 13D

Page 8 of 9 Pages

Item 7. Material to be Filed as Exhibits.

- 
- Exhibit 1. Joint Filing Agreement Pursuant to Rule 13d-1(k) is incorporated by reference to Exhibit 1 to Amendment No. 2 to Schedule 13D.
  - Exhibit 2. Sharing Agreement dated as of March 28, 2006 between the Reporting Persons and the Ramius Entities is incorporated by reference to Exhibit 2 to Schedule 13D.
  - Exhibit 3. Press Release dated May 24, 2006 is incorporated by reference to Exhibit 3 to Amendment No. 2 to Schedule 13D.
  - Exhibit 4. Press Release dated June 1, 2006 is incorporated by reference to Exhibit 4 to Amendment No. 3 to Schedule 13D.
  - Exhibit 5. Press Release dated July 19, 2006 is incorporated by reference to Exhibit 5 to Amendment No. 4 to Schedule 13D.
  - Exhibit 6. Press Release dated August 22, 2006 is incorporated by reference to Exhibit 6 to Amendment No. 6 to Schedule 13D.
  - Exhibit 7. Preliminary Proxy Statement in connection with the Extraordinary General Meeting of Shareholders of Gravity to be held on December 26, 2006 is incorporated by reference to Exhibit 7 to Amendment No. 9 to Schedule 13D.
  - Exhibit 8. Press Release dated November 20, 2006 is incorporated by reference to Exhibit 8 to Amendment No. 9 to Schedule 13D.



CUSIP NO. 38911N107

SCHEDULE 13D

Page 9 of 9 Pages

SIGNATURE

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

Dated: August 7, 2009

/s/ John W. Moon

-----  
John W. Moon, individually and as managing member of JWM Capital LLC, for itself and as the general partner of Moon Capital Management LP, for itself and as the investment manager of Moon Capital Master Fund Ltd. and Moon Capital Leveraged Master Fund Ltd.