ROCKWELL MEDICAL, INC. Form SC 13D/A August 28, 2017

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 13D

(Rule 13d-101)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT

TO § 240.13d-1(a) AND AMENDMENTS THERETO FILED PURSUANT TO

§ 240.13d-2(a)

(Amendment No. 7)¹

Rockwell Medical, Inc.

(Name of Issuer)

Common Stock, no par value per share

(Title of Class of Securities)

<u>774374102</u>

(CUSIP Number)

DAVID S. RICHMONd

richmond brothers, Inc.

3568 Wildwood Avenue

Jackson, Michigan 49202

(517) 435-4040

STEVE WOLOSKY

OLSHAN FROME WOLOSKY LLP

1325 Avenue of the Americas

New York, New York 10019

(212) 451-2300

(Name, Address and Telephone Number of Person

Authorized to Receive Notices and Communications)

August 25, 2017

(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 240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box .

Note: Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. *See* § 240.13d-7 for other parties to whom copies are to be sent.

1 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 OI PERSON	FREPORTING
2	CHECK T	RIATE MEMBER ^(a)
3	SEC USE	ONLY
4	SOURCE	OF FUNDS
5	OO CHECK B DISCLOS LEGAL PROCEEI REQUIRE PURSUAI ITEM 2(d)	URE OF DINGS IS ED NT TO
6	CITIZENS ORGANIZ	SHIP OR PLACE OF ZATION
	MICHI	GAN
NUMBER OF	7	SOLE VOTING POWER
SHARES BENEFICIALLY		- 0 - SHARED
OWNED BY	8	VOTING POWER
EACH REPORTING PERSON WITH	9	- 0 - SOLE DISPOSITIVE
	10	POWER 5,156,486 SHARED DISPOSITIVE POWER

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

5,156,486 CHECK BOX IF THE AGGREGATE 12 AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES

13 PERCENT OF CLASS 13 REPRESENTED BY AMOUNT IN ROW (11)

10.0% TYPE OF REPORTING PERSON

IA, CO

1	NAME OF F PERSON	REPORTING
2	RBI Priva LLC CHECK TH APPROPRIA BOX IF A M OF A GROU	ATE IEMBER ^(a)
3	SEC USE O	NLY
4	SOURCE O	F FUNDS
5	WC CHECK BO DISCLOSUI LEGAL PROCEEDII REQUIRED PURSUANT ITEM 2(d) C	RE OF NGS IS T TO
6	CITIZENSH OF ORGAN	IP OR PLACE IZATION
	DELAWA	
NUMBER OF	7	SOLE VOTING POWER
SHARES BENEFICIALLY	7	164,841
OWNED BY	8	SHARED VOTING POWER
EACH REPORTING		- 0 -
PERSON WITH	9	SOLE DISPOSITIVE POWER
	10	164,841 SHARED DISPOSITIVE POWER

	- 0 -
	AGGREGATE AMOUNT
11	BENEFICIALLY OWNED
11	BY EACH REPORTING
	PERSON

164,841 CHECK BOX IF THE AGGREGATE 12 AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES

13 PERCENT OF CLASS 13 REPRESENTED BY AMOUNT IN ROW (11)

Less than 1%14TYPE OF REPORTING
PERSON

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1	NAME OF R PERSON	EPORTING	
	LLC CHECK THE		
2	APPROPRIA BOX IF A M OF A GROU	EMBER ^(a)	
		(b)	
3	SEC USE ON	NLY	
4	SOURCE OF	FFUNDS	
	WC		
	CHECK BOX		
	DISCLOSUR LEGAL	KE OF	
5	PROCEEDIN	NGS IS	
	REQUIRED		
	PURSUANT		
	ITEM 2(d) O	R 2(e)	
	CITIZENSU	IP OR PLACE	
6	OF ORGANI		
	DELAWA	RE	
		SOLE	
NUMBER OF	7	VOTING	
SHARES		POWER	
BENEFICIALLY	7	29,802	
		SHARED	
OWNED BY	8	VOTING	
		POWER	
EACH REPORTING		- 0 -	
KEFÜKTING		SOLE	
PERSON WITH	9	DISPOSITIVE POWER	
		29,802	
	10	SHARED	
		DISPOSITIVE	

POWER

11	- 0 - AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
12	29,802 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES
13	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)
14	Less than 1% TYPE OF REPORTING PERSON

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1	NAME OF PERSON	REPORTING	
2	CHECK TH	IATE MEMBER ^(a)	
3	SEC USE C	ONLY	
4	SOURCE O	OF FUNDS	
5	AF CHECK BC DISCLOSU LEGAL PROCEED REQUIREI PURSUAN ITEM 2(d)	JRE OF INGS IS D T TO	
6	CITIZENS OF ORGAN	HIP OR PLACE NIZATION	
	DELAW	ARE	
NUMBER OF	7	SOLE VOTING POWER	
SHARES	7	104 (42	
BENEFICIALLY		194,643 SHARED	
OWNED BY	8	VOTING POWER	
EACH REPORTING		- 0 -	
PERSON WITH	9	SOLE DISPOSITIVE POWER	
	10	194,643 SHARED DISPOSITIVE POWER	

11	- 0 - AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
12	194,643 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES
13	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)
14	Less than 1% TYPE OF REPORTING PERSON
	00

1	NAME OF PERSON	REPORTING	
2	Profit Sha CHECK TH APPROPRI	ATE MEMBER ^(a)	
3	SEC USE C	NLY	
4	SOURCE O	F FUNDS	
5	WC CHECK BC DISCLOSU LEGAL PROCEEDI REQUIRED PURSUAN ITEM 2(d) 0	RE OF NGS IS D T TO	
6	CITIZENSH OF ORGAN	HP OR PLACE NZATION	
	MICHIG	AN	
NUMBER OF	7	SOLE VOTING POWER	
SHARES BENEFICIALLY	<i>C</i>	42,100 SHARED	
OWNED BY	8	VOTING POWER	
EACH REPORTING		- 0 - SOLE	
PERSON WITH	9	DISPOSITIVE POWER	
	10	42,100 SHARED DISPOSITIVE	

POWER

11	- 0 - AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
12	42,100 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES
13	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

	Less than 1%
14	TYPE OF REPORTING
14	PERSON

EP

1	NAME OF PERSON	REPORTING
2	CHECK TH	ATE MEMBER ^(a)
3	SEC USE O	NLY
4	SOURCE O	F FUNDS
5	OO, PF CHECK BC DISCLOSU LEGAL PROCEEDI REQUIRED PURSUAN ITEM 2(d) O	RE OF NGS IS D T TO
6	CITIZENSH ORGANIZA	HP OR PLACE OF ATION
	USA	
NUMBER OF	7	SOLE VOTING POWER
SHARES BENEFICIALLY	7	371,055 Shared
OWNED BY	8	VOTING POWER
EACH REPORTING		70,350
PERSON WITH	9	SOLE DISPOSITIVE POWER
	10	371,055 SHARED DISPOSITIVE POWER

5,226,836

	AGGREGATE AMOUNT
11	BENEFICIALLY OWNED BY
	EACH REPORTING PERSON

	5,597,891
	CHECK BOX IF
	THE AGGREGATE
12	AMOUNT IN ROW
	(11) EXCLUDES
	CERTAIN SHARES

	PERCENT OF CLASS
13	REPRESENTED BY
	AMOUNT IN ROW (11)

10.8%

- 14 TYPE OF REPORTING
- PERSON

IN

1	NAME OF PERSON	REPORTING	
2	CHECK T	IATE MEMBER ^(a)	
3	SEC USE ONLY		
4	SOURCE	OF FUNDS	
5	OO, PF CHECK B DISCLOS LEGAL PROCEEI REQUIRE PURSUAN ITEM 2(d)	URE OF DINGS IS D VT TO	
6	CITIZENS ORGANIZ	HIP OR PLACE OF ATION	
	USA		
NUMBER OF	7	SOLE VOTING POWER	
SHARES BENEFICIALLY	-	40,684 SHARED	
OWNED BY	8	VOTING POWER	
EACH REPORTING		76,485	
PERSON WITH	9	SOLE DISPOSITIVE POWER	
	10	40,684 SHARED DISPOSITIVE POWER	

5,232,971

	AGGREGATE AMOUNT
11	BENEFICIALLY OWNED BY
	EACH REPORTING PERSON

5,273,655
CHECK BOX IF
THE AGGREGATE
AMOUNT IN ROW
(11) EXCLUDES
CERTAIN SHARES

	PERCENT OF CLASS
13	REPRESENTED BY
	AMOUNT IN ROW (11)

10.2%

- 14 TYPE OF REPORTING
- PERSON

IN

1	NAME C PERSON	PF REPORTING
2	Irrevoo CHECK	RIATE A MEMBER ^(a)
3	SEC USE	EONLY
4	SOURCE	E OF FUNDS
5	LEGAL PROCEE REQUIR PURSUA	SURE OF DINGS IS ED
6		ISHIP OR PLACE ANIZATION
	MINN	ESOTA
		SOLE
NUMBER OF	7	VOTING POWER
SHARES		
BENEFICIALLY	-	44,400
OWNED BY	8	SHARED VOTING POWER
EACH		
REPORTING		-0-
PERSON WITH	9	SOLE DISPOSITIVE POWER
	10	44,400 SHARED DISPOSITIVE

POWER

11	-0- AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING
12	PERSON 44,400 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES
	DEDCENT OF OL AGO

	PERCENT OF CLASS
13	REPRESENTED BY
	AMOUNT IN ROW (11)

	Less than 1%
14	TYPE OF REPORTING
	PERSON

00

1	NAME OF R PERSON	REPORTING	
2	Norman a Family Tr CHECK THI APPROPRIA BOX IF A M OF A GROU	E ATE IEMBER ^(a)	
3	SEC USE OI		
C .	520 052 01		
4	SOURCE OF	FFUNDS	
5	WC CHECK BOJ DISCLOSUF LEGAL PROCEEDIN REQUIRED PURSUANT ITEM 2(d) C	RE OF NGS IS ' TO	
6	CITIZENSH OF ORGAN	IP OR PLACE IZATION	
	MINNES	OTA	
NUMBER OF	7	SOLE VOTING POWER	
SHARES	_		
BENEFICIALLY	[10,000	
OWNED BY	8	SHARED VOTING POWER	
EACH			
REPORTING		-0-	
PERSON WITH	9	SOLE DISPOSITIVE POWER	
		10,000	
	10	SHARED	
	-	DISPOSITIVE	

POWER

11	-0- AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
12	10,000 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES
13	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)
14	Less than 1% TYPE OF REPORTING PERSON
	00

1	NAME OF F PERSON	REPORTING	
2		ATE 1EMBER ^(a)	
3	SEC USE O	NLY	
4	SOURCE O	F FUNDS	
5	WC CHECK BO DISCLOSUI LEGAL PROCEEDII REQUIRED PURSUANT ITEM 2(d) C	RE OF NGS IS T TO	
6	CITIZENSH OF ORGAN	IIP OR PLACE IZATION	
NUMBER OF	MINNES 7	OTA SOLE VOTING POWER	
SHARES BENEFICIALLY	7	25,000	
OWNED BY	8	SHARED VOTING POWER	
EACH REPORTING		- 0 - Sole	
PERSON WITH	9	DISPOSITIVE POWER	
		25,000	

SHARED DISPOSITIVE POWER

- 0 -

11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

25,000 CHECK BOX IF THE AGGREGATE 12 AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES

	PERCENT OF CLASS
13	REPRESENTED BY
	AMOUNT IN ROW (11)

Less than 1%14TYPE OF REPORTING
PERSON

00

1	NAME OF REPORTING PERSON		
2	1991 In CHECK	RIATE A MEMBER ^(a)	
3	SEC USE	EONLY	
4	SOURCE	E OF FUNDS	
5	LEGAL PROCEE REQUIR PURSUA	SURE OF DINGS IS ED	
6		SHIP OR PLACE ANIZATION	
	MINN	ESOTA	
NUMBER OF	7	SOLE VOTING POWER	
SHARES			
BENEFICIALLY	7	25,000	
OWNED BY	8	SHARED VOTING POWER	
EACH			
REPORTING		- 0 -	
PERSON WITH	9	SOLE DISPOSITIVE POWER	
	10	25,000 SHARED DISPOSITIVE	

POWER

11	- 0 - AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
12	25,000 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES
13	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)
14	Less than 1% TYPE OF REPORTING PERSON
	00

1	NAME OF REPORTING PERSON		
2	Mark H. R CHECK THE APPROPRIA BOX IF A M OF A GROU	E TE EMBER ^(a)	
3	SEC USE ON	ILY	
4	SOURCE OF	FUNDS	
5	PF, AF CHECK BOX DISCLOSUR LEGAL PROCEEDIN REQUIRED PURSUANT ITEM 2(d) O	E OF IGS IS TO	
6	CITIZENSHI OF ORGANI	P OR PLACE ZATION	
NUMBER OF	USA 7	SOLE VOTING POWER	
SHARES BENEFICIALLY	7	419,150	
OWNED BY	8	SHARED VOTING POWER	
EACH REPORTING		- 0 -	
PERSON WITH	9	SOLE DISPOSITIVE POWER	
	10	419,150 SHARED DISPOSITIVE POWER	

11	- 0 - AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
12	419,150 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES
13	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)
14	Less than 1% TYPE OF REPORTING PERSON
	IN

The following constitutes Amendment No. 7 to the Schedule 13D filed by the undersigned ("Amendment No. 7"). This Amendment No. 7 amends the Schedule 13D as specifically set forth herein.

Item 2. Item 2 is hereby amended and restated to read as follows: Identity and Background.

(a) This statement is filed by:

(i) Richmond Brothers, Inc., a Michigan corporation ("Richmond Brothers"), which serves as the investment advisor to certain managed accounts (the "Separately Managed Accounts");

(ii) RBI Private Investment I, LLC, a Delaware limited liability company ("RBI PI");

(iii) RBI Private Investment II, LLC, a Delaware limited liability company ("RBI PII");

(iv) RBI PI Manager, LLC, a Delaware limited liability company ("RBI Manager"), which serves as the manager of RBI PI and RBI PII;

(v) Richmond Brothers 401(k) Profit Sharing Plan, an employee benefit plan organized under the laws of Michigan (the "RBI Plan");

David S. Richmond, who serves as Chairman of Richmond Brothers, manager of RBI Manager and a trustee of the (vi) RBI Plan;

(vii)Matthew J. Curfman, who serves as President of Richmond Brothers and a trustee of the RBI Plan;

(viii)Norman J. Ravich Irrevocable Trust, a Minnesota trust (the "NJR Trust");

(ix)Norman and Sally Ravich Family Trust, a Minnesota trust (the "NSR Trust");

(x) Alexander Coleman Ravich 1991 Irrevocable Trust, a Minnesota trust (the "ACR Trust");

Alyssa Danielle Ravich 1991 Irrevocable Trust, a Minnesota trust (the "ADR Trust" and together with the NJR (xi) Trust NOP To an alt CP T Trust, NSR Trust and ACR Trust, the "Ravich Trusts"); and

(xii) Mark H. Ravich, who serves as the trustee of each of the Ravich Trusts.

Each of the foregoing is referred to as a "Reporting Person" and collectively as the "Reporting Persons." Richmond Brothers, RBI PI, RBI PII, RBI Manager, the RBI Plan and Messrs. Richmond and Curfman are collectively referred to as the "Richmond Parties." The Ravich Trusts and Mr. Ravich are collectively referred to as the "Ravich Parties." Each of the Reporting Persons is party to that certain Joint Filing Agreement, as further described in Item 6. Accordingly, the Reporting Persons are hereby filing a joint Schedule 13D.

CUSIP NO. 774374102

(b) The address of the principal office of each of Richmond Brothers, RBI PI, RBI PII, RBI Manager, the RBI Plan and Messrs. Richmond and Curfman is 3568 Wildwood Avenue, Jackson, Michigan 49202. The address of the principal office of each of Mr. Ravich and the Ravich Trusts is 600 South Highway 169, Suite 1660, St. Louis Park, Minnesota 55426.

(c) The principal business of Richmond Brothers is serving as a registered investment advisor and is the investment advisor to the Separately Managed Accounts. The principal business of each of RBI PI and RBI PII is investing in securities. The principal business of RBI Manager is serving as the manager of RBI PI and RBI PII. The principal business of the RBI Plan is investing in securities. The principal occupation of Mr. Richmond is serving as Chairman of Richmond Brothers, manager of RBI Manager and a trustee of the RBI Plan. The principal occupation of Mr. Curfman is serving as President of Richmond Brothers and a trustee of the RBI Plan. The principal business of the Ravich Trusts are holding, managing and distributing the property of the respective trusts and the proceeds therefrom. Mr. Ravich serves as the trustee of the Ravich Trusts and is the President of TriStar Management, Inc. Mr. Ravich also serves as a director of the Issuer. Messrs. Richmond and Curfman constitute the sole executive officers, directors and stockholders of Richmond Brothers.

(d) No Reporting Person has, during the last five years, been convicted in a criminal proceeding (excluding traffic violations or similar misdemeanors).

(e) No Reporting Person has, during the last five years, been party to a civil proceeding of a judicial or administrative body of competent jurisdiction and as a result of such proceeding was or is subject to a judgment, decree or final order enjoining future violations of, or prohibiting or mandating activities subject to, federal or state securities laws or finding any violation with respect to such laws.

(f) Messrs. Richmond, Curfman and Ravich are citizens of the United States of America.

Item 3. <u>Source and Amount of Funds or Other Consideration</u>. Item 3 is hereby amended and restated to read as follows:

The Shares held in the Separately Managed Accounts and purchased by each of RBI PI, RBI PII, the RBI Plan and the Ravich Trusts were purchased with working capital (which may, at any given time, include margin loans made by brokerage firms in the ordinary course of business) in open market purchases. The aggregate purchase price of the 5,156,486 Shares held by the Separately Managed Accounts is approximately \$30,672,036, excluding brokerage commissions. The aggregate purchase price of the 164,841 Shares owned directly by RBI PI is approximately \$1,099,401, excluding brokerage commissions. The aggregate purchase price of the 42,100 Shares owned directly by the RBI Plan is approximately \$285,375, excluding brokerage commissions. The aggregate purchase price of the 44,400 Shares owned directly by the NJR Trust is approximately \$239,316, excluding brokerage commissions. The aggregate purchase price of the 25,000 Shares owned directly by the ACR Trust is approximately \$181,750, excluding brokerage commissions. The aggregate purchase price of the 25,000 Shares owned directly by the ADR Trust is approximately \$183,000, excluding brokerage commissions. The aggregate purchase price of the 10,000 Shares owned directly by the NSR Trust is approximately \$74,000, excluding brokerage commissions.

CUSIP NO. 774374102

The Shares purchased by Mr. Richmond were purchased with personal funds (which may, at any given time, include margin loans made by brokerage firms in the ordinary course of business) in open market transactions. The aggregate purchase price of the 204,662 Shares beneficially owned by Mr. Richmond, including 28,096 Shares directly owned by his spouse, 147 Shares directly owned by his daughter and 7 Shares directly owned by his son, is approximately \$890,826, excluding brokerage commissions.

The Shares purchased by Mr. Curfman were purchased with personal funds (which may, at any given time, include margin loans made by brokerage firms in the ordinary course of business) in open market transactions. The aggregate purchase price of the 75,069 Shares beneficially owned by Mr. Curfman, including the 34,385 Shares directly owned by his spouse, is approximately \$466,289, excluding brokerage commissions.

The Shares purchased by Mr. Ravich were purchased with personal funds (which may, at any given time, include margin loans made by brokerage firms in the ordinary course of business) in open market transactions. The aggregate purchase price of the 314,750 Shares owned directly by Mr. Ravich is approximately \$2,281,400, excluding brokerage commissions.

Purpose of Transaction.

Item 4. Item 4 is hereby amended to add the following:

As disclosed in Amendment No. 6 to the Schedule 13D, following Mark H. Ravich's election to the Issuer's Board of Directors (the "Board") at the 2017 annual meeting of shareholders, the Richmond Parties and the Ravich Parties terminated that certain Group Agreement, dated February 20, 2017, as amended on March 21, 2017, and expressly reserved their right to enter into future agreements concerning the Issuer to the extent that the Issuer's performance and governance issues persisted.

In light of the Issuer's decision to continue to pursue litigation against the Reporting Persons and the allegations made by Mr. Ravich in his counterclaims filed against the Issuer on August 24, 2017, including that Mr. Ravich has largely been shut-out of the boardroom and his requests for materials and access to the Issuer's personnel have been repeatedly denied, the Reporting Persons have concluded that the Issuer continues to blatantly disregard the will of the Issuer's shareholders, who overwhelmingly elected Mr. Ravich to the Board by more than a two-thirds margin. As such, the Reporting Persons have lost all confidence in Chairman and CEO Robert L. Chioini's ability to effectively oversee the Issuer and drive shareholder value. Given the Issuer's significant financial and stock price underperformance and inability to monetize promising drugs Triferic and Calcitriol under Mr. Chioini's leadership, the Reporting Persons do not believe Mr. Chioini has proven himself capable of successfully leading the Company forward and are convinced that he should be replaced as Chairman and CEO immediately. To the extent this does not happen , the Reporting Persons note that Mr. Chioini, along with long-standing director Patrick J. Bagley, will be up for election at the 2018 annual meeting of shareholders, at which the Reporting Persons intend to nominate a competing slate of director candidates.

Separate and apart from the Ravich Parties, the Richmond Parties intend to engage in discussions with shareholders of the Issuer, private equity firms, potential sources of financing and other interested parties regarding the Issuer's capital allocation, corporate governance (including Board composition and management team) and other means to enhance shareholder value, including a possible sale of the Issuer. While the Richmond Parties are not advocating for a sale of the Issuer at this time, the Richmond Parties believe there are multiple paths to value creation and that all paths should be evaluated. To the extent there is strategic interest in the Issuer, the Richmond Parties invite potential strategic acquirers to contact the Richmond Parties.

CUSIP NO. 774374102

Item 5. <u>Interest in Securities of the Issuer</u>.

Items 5(a) - (c) are hereby amended and restated to read as follows:

The aggregate percentage of Shares reported owned by each person named herein is based upon 51,740,040 Shares outstanding as of July 31, 2017, which is the total number of Shares outstanding as reported in the Issuer's Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission on August 9, 2017.

A. Richmond Brothers
 As of the close of business on August 25, 2017, 5,156,486 Shares were held in the Separately Managed Accounts.
 (a) As the investment advisor to the Separately Managed Accounts, Richmond Brothers may be deemed the beneficial owner of the 5,156,486 Shares held in the Separately Managed Accounts.

Percentage: Approximately 10.0%

Sole power to vote or direct vote: 0
 Shared power to vote or direct vote: 0

(b)

3. Sole power to dispose or direct the disposition: 5,156,486

4. Shared power to dispose or direct the disposition: 0

(c) The transactions in the securities of the Issuer through the Separately Managed Accounts by Richmond Brothers during the past sixty days are set forth in Schedule A and are incorporated herein by reference.

B.RBI PI(a)As of the close of business on August 25, 2017, RBI PI beneficially owned 164,841 Shares.Percentage: Less than 1%

1. Sole power to vote or direct vote: 164,841

(b)

2. Shared power to vote or direct vote: 0

3. Sole power to dispose or direct the disposition: 164,841

- 4. Shared power to dispose or direct the disposition: 0
- (c) RBI PI has not entered into any transactions in the securities of the Issuer during the past sixty days. C. RBI PII

(a) As of the close of business on August 25, 2017, RBI PII beneficially owned 29,802 Shares. Percentage: Less than 1%

1. Sole power to vote or direct vote: 29,802

(b)

2. Shared power to vote or direct vote: 0

3. Sole power to dispose or direct the disposition: 29,802

4. Shared power to dispose or direct the disposition: 0

(c) RBI PII has not entered into any transactions in the securities of the Issuer during the past sixty days.

CUSIP NO. 774374102

- D. RBI Manager (a) As the manager of RBI PI and RBI PII, RBI Manager may be deemed the beneficial owner of the (i) 164,841 Shares owned by RBI PI and (ii) 29,802 Shares owned by RBI PII. Percentage: Less than 1%
 - (b)

1. Sole power to vote or direct vote: 194,643

2. Shared power to vote or direct vote: 0

3. Sole power to dispose or direct the disposition: 194,643

4. Shared power to dispose or direct the disposition: 0

(c) RBI Manager has not entered into any transactions in the securities of the Issuer during the past sixty days. E. RBI Plan

(a) As of the close of business on August 25, 2017, the RBI Plan beneficially owned 42,100 Shares. Percentage: Less than 1%

(b)

1. Sole power to vote or direct vote: 42,100

2. Shared power to vote or direct vote: 0

3. Sole power to dispose or direct the disposition: 42,100

4. Shared power to dispose or direct the disposition: 0

(c) The transactions in the securities of the Issuer by the RBI Plan during the past sixty days are set forth in Schedule A and are incorporated herein by reference.

F.

Mr. Richmond

As of the close of business on August 25, 2017, Mr. Richmond beneficially owned 204,662 Shares, including 28,096 Shares directly owned by his spouse, 147 Shares directly owned by his daughter and 7 Shares directly owned by his son. As the Chairman of Richmond Brothers, manager of RBI Manager and a trustee of the RBI Plan, (a) Manager and a trustee of the RBI Plan,

^(a) Mr. Richmond may also be deemed the beneficial owner of the (i) 5,156,486 Shares held in the Separately Managed Accounts, (ii) 164,841 Shares owned by RBI PI, (iii) 29,802 Shares owned by RBI PII and (iv) 42,100 Shares owned by the RBI Plan.

Percentage: Approximately 10.8%

1. Sole power to vote or direct vote: 371,055

(b)

Shared power to vote or direct vote: 70,350
 Sole power to dispose or direct the disposition: 371,055

4. Shared power to dispose or direct the disposition: 5,226,836

Mr. Richmond has not entered into any transactions in the securities of the Issuer during the past sixty days. The (c)transactions in the securities of the Issuer through the Separately Managed Accounts and on behalf of the RBI Plan during the past sixty days are set forth in Schedule A and are incorporated herein by reference.

(a)

G. Mr. Curfman As of the close of business on August 25, 2017, Mr. Curfman beneficially owned 75,069 Shares, including 34,385 Shares directly owned by his spouse. As the President of Richmond Brothers and a trustee of the RBI Plan, Mr. Curfman may also be deemed the beneficial owner of the (i) 5,156,486 Shares held in the

Separately Managed Accounts and (ii) 42,100 Shares owned by the RBI Plan.

Percentage: Approximately 10.2%

1. Sole power to vote or direct vote: 40,684

(b)

(b)

(b)

- 2. Shared power to vote or direct vote: 76,485
- 3. Sole power to dispose or direct the disposition: 40,684
- 4. Shared power to dispose or direct the disposition: 5,232,971

Mr. Curfman has not entered into any transactions in the securities of the Issuer during the past sixty days. The (c)transactions in the securities of the Issuer through the Separately Managed Accounts and on behalf of the RBI Plan during the past sixty days are set forth in Schedule A and are incorporated herein by reference.

H.

NJR Trust

(a) As of the close of business on August 25, 2017, the NJR Trust beneficially owned 44,400 Shares. Percentage: Less than 1%

- Sole power to vote or direct vote: 44,400
 Shared power to vote or direct vote: 0
 - 3. Sole power to dispose or direct the disposition: 44,400
 - 4. Shared power to dispose or direct the disposition: 0

(c) The NJR Trust has not entered into any transactions in the securities of the Issuer during the past sixty days. I. NSR Trust

(a) As of the close of business on August 25, 2017, the NSR Trust beneficially owned 10,000 Shares. Percentage: Less than 1%

- 1. Sole power to vote or direct vote: 10,000
- 2. Shared power to vote or direct vote: 0
 - 3. Sole power to dispose or direct the disposition: 10,000
- 4. Shared power to dispose or direct the disposition: 0

(c) The NSR Trust has not entered into any transactions in the securities of the Issuer during the past sixty days. 19

CUSIP NO. 774374102

J.

ACR Trust

(a) As of the close of business on August 25, 2017, the ACR Trust beneficially owned 25,000 Shares. Percentage: Less than 1%

1. Sole power to vote or direct vote: 25,000

(b)

2. Shared power to vote or direct vote: 0

3. Sole power to dispose or direct the disposition: 25,000

4. Shared power to dispose or direct the disposition: 0

(c) The ACR Trust has not entered into any transactions in the securities of the Issuer during the past sixty days.
 K. ADR Trust

(a) As of the close of business on August 25, 2017, the ADR Trust beneficially owned 25,000 Shares. Percentage: Less than 1%

1. Sole power to vote or direct vote: 25,000

(b)

- 2. Shared power to vote or direct vote: 0
- 3. Sole power to dispose or direct the disposition: 25,000
- 4. Shared power to dispose or direct the disposition: 0

(c) The ADR Trust has not entered into any transactions in the securities of the Issuer during the past sixty days. L. Mr. Ravich

As of the close of business on August 25, 2017, Mr. Ravich directly beneficially owned 314,750 Shares. In addition, as the trustee of each of the Ravich Trusts, Mr. Ravich may be deemed the beneficial owner of the (i) 44,400 Shares owned by the NJR Trust, (ii) 10,000 Shares beneficially owned by the NSR Trust, (iii) 25,000

Shares owned by the ACR Trust and (iv) 25,000 Shares owned by the ADR Trust. Percentage: Less than 1%

- (b)
 (b)
 1. Sole power to vote or direct vote: 419,150
 2. Shared power to vote or direct vote: 0
 3. Sole power to dispose or direct the disposition: 419,150
 4. Shared power to dispose or direct the disposition: 0
- (c) Mr. Ravich has not entered into any transactions in the securities of the Issuer during the past sixty days.

CUSIP NO. 774374102

Each of the Reporting Persons, as a member of a "group" with the other Reporting Persons for purposes of Rule 13d-5(b)(1) of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), may be deemed to beneficially own the Shares owned by the other Reporting Persons. The filing of this Schedule 13D shall not be deemed an admission that the Reporting Persons are, for purposes of Section 13(d) of the Exchange Act, the beneficial owners of any Shares he or it does not directly own. Each of the Reporting Persons specifically disclaims beneficial ownership of the Shares reported herein that he or it does not directly own.

Item 6. <u>Contracts, Arrangements, Understandings or Relationships With Respect to Securities of the Issuer</u>. Item 6 is hereby amended to add the following:

On August 25, 2017, the Reporting Persons entered into a Joint Filing Agreement pursuant to which the Reporting Persons agreed, among other things, to (i) form a committee for the purpose of enhancing shareholder value and improving the Issuer's corporate governance through the election of new directors at the 2018 annual meeting of shareholders, or at such earlier opportunity as may be presented, and (ii) the joint filing on behalf of each of them of statements on Schedule 13D with respect to the securities of the Issuer to the extent required by applicable law. The Joint Filing Agreement is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

Item 7.Material to be Filed as Exhibits.Item 7 is hereby amended to add the following exhibit:

99.1Joint Filing Agreement, dated August 25, 2017.

SIGNATURES

After reasonable inquiry and to the best of his knowledge and belief, the undersigned certifies that the information set forth in this statement is true, complete and correct.

Dated: August 28, 2017

Richmond Brothers, Inc.

By:/s/ David S. Richmond Name: David S. Richmond Title: Chairman

RBI Private Investment I, LLC

- By: RBI PI Manager, LLC Manager
- By:/s/ David S. Richmond Name: David S. Richmond Title: Manager

RBI Private Investment II, LLC

- By: RBI PI Manager, LLC Manager
- By:/s/ David S. Richmond Name: David S. Richmond Title: Manager

By: RBI PI Manager, LLC

By:/s/ David S. Richmond Name: David S. Richmond Title: Manager By: Richmond Brothers 401(k) Profit Sharing Plan

By:/s/ David S. Richmond Name: David S. Richmond Title: Trustee

/s/ David S. Richmond David S. Richmond

/s/ Matthew J. Curfman Matthew J. Curfman

Norman J. Ravich Irrevocable Trust

By:/s/ Mark H. Ravich Name: Mark H. Ravich Title: Trustee

Alexander Coleman Ravich 1991 Irrevocable Trust

By:/s/ Mark H. Ravich Name:Mark H. Ravich Title: Trustee

Alyssa Danielle Ravich 1991 Irrevocable Trust

By:/s/ Mark H. Ravich Name: Mark H. Ravich Title: Trustee Norman and Sally Ravich Family Trust

By:/s/ Mark H. Ravich Name: Mark H. Ravich Title: Trustee

/s/ Mark H. Ravich Mark H. Ravich

SCHEDULE A

Transactions in the Securities of the Issuer During the Past Sixty Days

 Securities
 Date of

 Nature of Transaction
 Price per Share (\$)

 Purchased/(Sold)
 Purchase / Sale

<u>Richmond Brothers, Inc.</u> (Through the Separately Managed Accounts)

(72)	8.270306/26/2017
(98)	8.238006/26/2017
(59)	8.432006/26/2017
(185)	8.263406/26/2017
(400)	8.490606/27/2017
623	8.036906/29/2017
245	8.140406/30/2017
(293)	7.860107/03/2017
3,866	7.813507/05/2017
(187)	7.743607/06/2017
(63)	7.693607/06/2017
1,272	7.868107/07/2017
2,543	7.892607/07/2017
633	7.898507/10/2017
(1,457)	7.852107/10/2017
(8)	7.900007/10/2017
1,266	7.944207/11/2017
1,266	7.898907/11/2017
1,870	8.026407/11/2017
500	7.902907/13/2017
(30)	7.707707/13/2017
(2,530)	7.714307/13/2017
323	7.740507/14/2017
200	
269	7.435007/18/2017
269 334	7.435007/18/2017 7.475007/18/2017
334	7.475007/18/2017
334 (142)	7.475007/18/2017 7.350007/19/2017
	(98) (59) (185) (400) 623 245 (293) 3,866 (187) (63) 1,272 2,543 633 (1,457) (8) 1,266 1,266 1,870 500 (30) (2,530) 323

Purchase of Common Stock	272	7.350007/25/2017
Purchase of Common Stock	666	7.539007/26/2017
Purchase of Common Stock	693	7.189207/27/2017
Purchase of Common Stock	693	7.208207/27/2017
Purchase of Common Stock	278	7.200807/27/2017
Sale of Common Stock	(362)	7.183907/27/2017
Purchase of Common Stock	282	7.091107/28/2017
Purchase of Common Stock	281	7.128907/31/2017
Purchase of Common Stock	281	7.129907/31/2017
Purchase of Common Stock	141	7.135307/31/2017
Sale of Common Stock	(60)	7.071607/31/2017

Purchase of Common Stock	715	7.017508/01/2017
Purchase of Common Stock		7.008708/01/2017
		6.730008/02/2017
Purchase of Common Stock Purchase of Common Stock		6.720708/02/2017
	(75)	6.640008/03/2017
Purchase of Common Stock		6.195808/04/2017
Purchase of Common Stock	-	6.650008/07/2017
Purchase of Common Stock		6.697008/08/2017
Purchase of Common Stock		6.570008/09/2017
Purchase of Common Stock		6.570108/09/2017
Purchase of Common Stock		6.333308/10/2017
Purchase of Common Stock		6.649208/10/2017
Purchase of Common Stock		6.639008/10/2017
Purchase of Common Stock		6.317308/10/2017
Purchase of Common Stock		6.317808/10/2017
Purchase of Common Stock		6.669108/10/2017
Purchase of Common Stock		
Purchase of Common Stock	792	6.310008/11/2017
Purchase of Common Stock	183	6.570108/15/2017
Purchase of Common Stock	304	6.561008/15/2017
Purchase of Common Stock	23	6.542808/16/2017
Purchase of Common Stock	208	6.615008/16/2017
Purchase of Common Stock	155	6.469308/17/2017
Purchase of Common Stock	459	6.321008/18/2017
Sale of Common Stock	(210)	6.294308/18/2017
Purchase of Common Stock	476	6.321108/21/2017
Purchase of Common Stock	603	6.348308/21/2017
Sale of Common Stock	(371)	6.250408/21/2017
Sale of Common Stock	(74)	6.490808/22/2017
Purchase of Common Stock	301	6.670008/23/2017
Purchase of Common Stock	300	6.671308/23/2017
Purchase of Common Stock	94	6.648908/23/2017
Purchase of Common Stock	753	6.653108/23/2017
Purchase of Common Stock		6.637808/23/2017
	(230)	6.638808/24/2017
Purchase of Common Stock	. ,	6.679008/24/2017
Purchase of Common Stock		6.691008/24/2017
Purchase of Common Stock		6.680008/24/2017
Purchase of Common Stock		6.662808/24/2017
Purchase of Common Stock	-	6.564208/25/2017
or common Stock		

Richmond Brothers 401(k) Profit Sharing Plan

Purchase of Common Stock 1336.340808/10/2017 Purchase of Common Stock 1556.340808/10/2017 Purchase of Common Stock 85 6.340808/10/2017 Purchase of Common Stock 1066.340808/10/2017 Purchase of Common Stock 1266.340808/10/2017