

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

Form 6-K

REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR 15d-16 UNDER THE  
SECURITIES EXCHANGE ACT OF 1934

For the month of April, 2018  
Commission File Number 001-33429

Acorn International, Inc.

(Registrant's name)

19/F, 20<sup>th</sup> Building, 487 Tianlin Road, Shanghai 200233, People's Republic of China

(Address of principal executive office)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F. Form 20-F  Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): \_\_\_\_\_

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): \_\_\_\_\_

## **Explanatory Note**

To implement the sale and purchase transaction, China DRTV, Inc., a company duly organized and validly existing under the laws of the British Virgin Islands (“Seller”), and a wholly-owned subsidiary of Acorn International, Inc. (NYSE: ATV) (“Acorn” or “Company”), entered into a share sale and purchase agreement (the “Purchase Agreement”) with Hong Kong Red Star Macalline Universal Home Furnishings Limited, a company duly organized and validly existing under the laws of Hong Kong (“Buyer”). Pursuant to the Purchase Agreement, Buyer purchased all of the capital stock of one of Seller’s wholly-owned subsidiaries, Bright Rainbow Investments Limited, a company duly organized and validly existing under the laws of Hong Kong (the “Target Company”), from the Seller for RMB 360,000,000 (the “Purchase Price”) in cash. The Purchase Price is subject to a post-closing adjustment pursuant to which the working capital of the Target Company as of 11:59PM on the calendar day immediately preceding the closing date will be added to and RMB1,000,000 (as compensation for the removal of the high-voltage power line and tower) will be deducted from the Purchase Price. The Target Company owns the entire share capital of Shanghai Hao Ji Xing Digital Technology Co., Ltd., a company duly organized and validly existing under the laws of the PRC (“HJX”). HJX owns the land use rights to the land plot located at No.8 Huawei Road, Qingpu District, Shanghai, the PRC, with a total area of 76,798.8 square meters, and all the buildings, fixtures and related facilities thereon. Company agrees to guarantee the Seller’s performance of its obligations set forth in the Purchase Agreement.

Each of Seller and Buyer respectively agrees to indemnify the other party for losses arising from certain breaches of the Purchase Agreement, and for certain other liabilities, subject to specified limitations.

## **About Acorn International, Inc.**

Co-founded in 1998 by Executive Chairman Robert Roche, Acorn is a marketing and branding company in China with a proven track record of developing, promoting and selling a diverse portfolio of proprietary-branded products, as well as well-established and promising new products from third parties. Its business is currently comprised of two main divisions, its direct sales platforms and its nationwide distribution network. For more information visit [www.acorninternationalir.com](http://www.acorninternationalir.com).

## **Safe Harbor Statement**

This news release contains forward-looking statements. These statements constitute “forward-looking” statements within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as “anticipates,” “believes,” “estimates,” “expects,” “future,” “going forward,” “intends,” “outlook,” “plans,” “target,” “will,” and similar statements. Such statements are based on management’s current expectations and current market and operating conditions, and relate to events that involve known or unknown risks, uncertainties, and other factors, all of which are difficult to predict and many of which are beyond the Company’s control, which may cause the Company’s actual results, performance, or achievements to differ materially from those in the forward-looking statements.

Particular uncertainties that could materially affect future results include any risks associated with the proposed transaction such as: (1) the risk that the conditions to the closing of the transaction are not satisfied; (2) uncertainties as to the timing of the consummation of the transaction and the ability of each party to consummate the transaction; (3) risks that the proposed transaction disrupts the current plans and operations of the Company; (4) unexpected costs, charges or expenses resulting from the transaction; and (5) potential adverse reactions or changes to business relationships resulting from the announcement or completion of the transaction.

The foregoing review of important factors that could cause actual events to differ from expectations should not be construed as exhaustive and should be read in conjunction Acorn’ filings with the Securities and Exchange Commission (“SEC”), which you may obtain for free at the SEC’s website at <http://www.sec.gov>, and which discuss additional important risk factors that may affect their respective businesses, results of operations and financial

conditions. Company undertakes no intent or obligation to publicly update or revise any of these forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

### **EXHIBITS**

Exhibit 99.1 – Press Release: Acorn International Closes RMB360 Million (US\$57 million) Sale of Non-Core Assets

### **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, thereunto duly authorized.

Date: April 30, 2018

Acorn International, Inc

By: /s/ Jacob Alexander Fisch  
Name: Jacob Alexander Fisch  
Title: Chief Executive officer



Contact:

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### **Acorn International Closes RMB360 Million (US\$57 million) Sale of Non-Core Assets**

SHANGHAI, China, April 30, 2018 – Acorn International, Inc. (NYSE: ATV) (“Acorn” or the “Company”) consummated a share sale and purchase agreement with Hong Kong Red Star Macalline Universal Home Furnishings Limited (“Red Star”) on April 27, 2018, in exchange for cash payment of approximately RMB360 million (US\$57 million), subject to a post-closing working capital adjustment. The contract is subject to an approximately 12% purchase price holdback, which will be paid, netting out tax payables, after certain post-closing requirements are completed.

Pursuant to the terms of the share sale and purchase agreement, Red Star acquired 100% of the shares in our wholly-owned Hong Kong subsidiary Bright Rainbow Investments Limited, which owns Shanghai HJX Digital Technology Co., Ltd, which owns the land use rights to a plot of land in the Qingpu district of Shanghai with a total area of 76,799 square meters, along with the warehouse on that land plot.

The Company expects the net cash received from the transaction to be approximately RMB336 million (US\$53 million) before taking into account the working capital adjustment. The Company expects to record an after-tax gain on the sale of approximately RMB232 million (US\$36 million) related to the transaction. As of December 31, 2017 the carrying value of the property owned by Shanghai HJX Digital Technology Co., Ltd was approximately RMB107 million (US\$17 million).

Commenting on the transaction, Mr. Jacob A. Fisch, President and CEO of Acorn, said, “This transaction is an important one for Acorn, as we continue to liquidate non-core assets, improve liquidity and strengthen our financial position. Following this transaction, we believe there is still significant untapped value on our balance sheet and in our brands. As we look to the future, we are seeking new business opportunities to increase our top line, exploring potential transactions to build scale, and considering other methods to maximize value for our shareholders.”

Mr. Robert W. Roche, Executive Chairman of Acorn noted, “This disposition of another non-core asset demonstrates our focus on creating additional liquidity and cash flow, and unlocking value on our balance sheet. Creating this liquidity provides us greater financial flexibility as we work on expanding our core business and pursuing other growth, including potential transformational, opportunities in the future.”

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