

Bloom Olivia Kyusuk  
 Form 3  
 September 16, 2010

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0104  
 Expires: January 31, 2005  
 Estimated average burden hours per response... 0.5

**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
 Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

<p>1. Name and Address of Reporting Person *</p> <p>Â Bloom Olivia Kyusuk</p> <p>(Last) (First) (Middle)</p> <p>C/O GERON CORPORATION,Â 230 CONSTITUTION DRIVE</p> <p>(Street)</p> <p>MENLO PARK,Â CAÂ 94025</p> <p>(City) (State) (Zip)</p>	<p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>09/14/2010</p>	<p>3. Issuer Name and Ticker or Trading Symbol</p> <p>GERON CORP [GERN]</p>	<p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p><input type="checkbox"/> Director <input type="checkbox"/> 10% Owner  <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other                  (give title below) (specify below)                  Controller, Chief Acctg Off</p>	<p>5. If Amendment, Date Original Filed(Month/Day/Year)</p>
			<p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person</p> <p><input type="checkbox"/> Form filed by More than One Reporting Person</p>	

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	66,008 <sup>(1)</sup>	D	Â
Common Stock	11,701	I	Shares held in Geron 401(k) Plan

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security	4. Conversion or Exercise	5. Ownership Form of	6. Nature of Indirect Beneficial Ownership
---	---	--	---------------------------	----------------------	--

Edgar Filing: Bloom Olivia Kyusuk - Form 3

	Date Exercisable	Expiration Date	(Instr. 4) Title	Amount or Number of Shares	Price of Derivative Security	Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	(Instr. 5)
Employee Stock Option (right to buy)	Â (2)	05/19/2020	Common Stock	20,000	\$ 5.29	D	Â
Employee Stock Option (right to buy)	Â (3)	05/29/2019	Common Stock	20,000	\$ 6.52	D	Â
Employee Stock Option (right to buy)	Â (4)	05/29/2019	Common Stock	7,500	\$ 6.52	D	Â
Employee Stock Option (right to buy)	Â (5)	05/29/2019	Common Stock	20,000	\$ 6.52	D	Â
Employee Stock Option (right to buy)	09/04/2010	05/28/2018	Common Stock	10,829	\$ 3.97	D	Â
Employee Stock Option (right to buy)	Â (6)	05/28/2018	Common Stock	20,000	\$ 3.97	D	Â
Employee Stock Option (right to buy)	Â (7)	05/23/2017	Common Stock	20,000	\$ 9.32	D	Â
Employee Stock Option (right to buy)	05/24/2010	05/24/2016	Common Stock	33,750	\$ 6.63	D	Â
Employee Stock Option (right to buy)	05/06/2009	05/06/2015	Common Stock	30,000	\$ 6.4	D	Â
Employee Stock Option (right to buy)	05/27/2008	05/27/2014	Common Stock	20,000	\$ 7.56	D	Â
Employee Stock Option (right to buy)	05/30/2007	05/30/2013	Common Stock	15,000	\$ 5.08	D	Â
Employee Stock Option (right to buy)	09/05/2006	09/05/2012	Common Stock	37,000	\$ 3.76	D	Â
Employee Stock Option (right to buy)	01/01/2006	12/14/2011	Common Stock	12,000	\$ 8.23	D	Â
Employee Stock Option (right to buy)	01/01/2005	01/26/2011	Common Stock	20,000	\$ 18.625	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Bloom Olivia Kyusuk C/O GERON CORPORATION 230 CONSTITUTION DRIVE MENLO PARK, CA 94025	Â	Â	Â Controller, Chief Acctg Off	Â

## Signatures

/s/ Olivia K.  
Bloom

09/16/2010

\_\_Signature of  
Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).
  - \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Includes 31,000 shares of unvested restricted stock awards.
  - (2) This option is exercisable in a series of 48 consecutive equal monthly installments commencing May 19, 2010, provided the optionee continues to provide services to the Company.
  - (3) This option is exercisable in a series of 48 consecutive equal monthly installments commencing May 29, 2009, provided the optionee continues to provide services to the Company.
  - (4) This option is exercisable in a series of 24 consecutive equal monthly installments commencing May 19, 2009, provided the optionee continues to provide services to the Company.
  - (5) This option is exercisable in a series of 24 consecutive equal monthly installments commencing December 18, 2009, provided the optionee continues to provide services to the Company.
  - (6) This option is exercisable in a series of 48 consecutive equal monthly installments commencing May 28, 2008, provided the optionee continues to provide services to the Company.
  - (7) This option is exercisable in a series of 48 consecutive equal monthly installments commencing May 23, 2007, provided the optionee continues to provide services to the Company.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.