

General Finance CORP
Form SC 13G/A
January 18, 2019

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

SCHEDULE 13G/A

Under the Securities Exchange Act of 1934

(Amendment No. 3)*

GENERAL FINANCE CORPORATION
(Name of Issuer)

Common Stock, par value \$0.0001 per share
(Title of Class of Securities)

369822101
(CUSIP Number)

December 31, 2018
(Date of Event Which Requires Filing of this Statement)

Check the
appropriate box
to designate the
rule pursuant to
which this
Schedule is
filed:

☐ Rule 13d-1(b)
☒ Rule 13d-1(c)
☐ Rule 13d-1(d)

*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 the disclosures provided in a prior cover page.

The information required in 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).

CUSIP No. 369822101 13G/A **Page 2 of 8**

Names Of Reporting Persons

1.

Gagnon Securities LLC

2. check the appropriate box if a (a) o
group (b) x
3. sec use only

citizenship or place of
organization

4.

**Delaware Limited Liability
Company**

number of 5. sole voting power 0
shares 6. shared voting power 2,121,198
beneficially 7. sole dispositive power 0
owned by
each
reporting 8. shared dispositive power 2,207,786
person with:

9. aggregate amount beneficially
owned by each reporting 2,207,786
person

10. check box if the aggregate amount in
row (9) excludes certain shares (See o
Instructions)

11. percent of class represented by 7.3%
amount in row (9)

12. type of reporting person (See IA, BD
Instructions)

CUSIP No. 369822101 13G/A **Page 3 of 8**

Names Of Reporting Persons

1. **GAGNON ADVISORS, LLC**

2. check the appropriate box if a (a) o
group (b) x
3. sec use only

citizenship or place of
organization

4. **Delaware Limited Liability
Company**

number of 5. sole voting power 0
shares 6. shared voting power 891,024
beneficially 7. sole dispositive power 0
owned by
each
reporting 8. shared dispositive power 891,024
person with:

9. aggregate amount beneficially
owned by each reporting 891,024
person

10. check box if the aggregate amount in
row (9) excludes certain shares (See o
Instructions)

11. percent of class represented by 2.9%
amount in row (9)

12. type of reporting person (See IA, BD
Instructions)

CUSIP No. 369822101 13G/A **Page 4 of 8**

Names Of Reporting Persons

13.

Neil Gagnon

14. check the appropriate box if a (a) o
group (b) x

15. sec use only

citizenship or place of
organization

16.

USA

number of	17. sole voting power	345,943
shares	18. shared voting power	3,171,582
beneficially	19. sole dispositive power	345,943
owned by		
each	20. shared dispositive power	3,270,486
reporting		
person with:		

21.	aggregate amount beneficially owned by each reporting person	3,616,429
-----	---	-----------

22.	check box if the aggregate amount in row (9) excludes certain shares (See Instructions)	o
-----	---	---

23.	percent of class represented by amount in row (9)	11.9%
-----	--	-------

24.	type of reporting person (See Instructions)	IN
-----	--	----

CUSIP No. 369822101 13G/A **Page 5 of 8**

Item 1.

(a) Name of Issuer: General Finance Corporation

(b) Address of Issuer's Principal Executive Offices: 39 East Union Street
Pasadena, CA 91103

Item 2.

Neil Gagnon has sole voting and dispositive power over 345,943 shares of the Issuer's Common Stock, \$0.0001 par value per share (the "common stock"). In addition, Mr. Gagnon has shared voting power over 3,171,582 shares of common stock and shared dispositive power over 3,270,486 shares of common stock.

Name of (a) Person Filing: Mr. Gagnon is the managing member and principal owner of Gagnon Securities LLC ("GS"), an investment adviser registered with the U.S. Securities and Exchange Commission ("SEC") under the Investment Advisers Act of 1940, as amended (the "Advisers Act"), and a registered broker-dealer, in its role as investment manager to several customer accounts, foundations, partnerships and trusts (collectively, the "Accounts") to which it furnishes investment advice. Mr. Gagnon and GS may be deemed to share voting power with respect to 2,121,198 shares of common stock held in the Accounts and dispositive power with respect to 2,207,786 shares of common stock held in the Accounts. GS and Mr. Gagnon expressly disclaim beneficial ownership of all securities held in the Accounts.

Mr. Gagnon is also the Chief Executive Officer of Gagnon Advisors, LLC ("Gagnon Advisors"), an investment adviser registered with the SEC under the Advisers Act. Mr. Gagnon and Gagnon Advisors, in its role as investment manager to Gagnon Investment Associates, LLC ("GIA"), a private investment fund, may be deemed to share voting and dispositive power with respect to the 891,024 shares of common stock held by GIA. Gagnon Advisors and Mr. Gagnon expressly disclaim beneficial ownership of all securities held by GIA.

(b) Address of Principal Business Office: 1370 Avenue of the Americas, 24th Floor
or, if none, Residence New York, NY 10019

(c) Citizenship: Gagnon Securities LLC Delaware limited liability Company
Gagnon Advisors, LLC Delaware limited liability Company
Neil Gagnon USA

(d) Title of Class of Securities: Common Stock, par value \$0.0001 per share

(e) CUSIP Number: 369822101

CUSIP No. 369822101 13G/A **Page 6 of 8**

Item 3. If this statement is filed pursuant to §§240.13d-1(b) or 13d-2(b) or (c), check whether the person filing is
a:

- (a) ☐ Broker or dealer registered under section 15 of the Act (15 U.S.C. 78o).
- (b) ☐ Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c).
- (c) ☐ Insurance company as defined in section 3(a)(19) of the Act (15 U.S.C. 78c).
- (d) ☐ Investment company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8).
- (e) ☐ An investment adviser in accordance with §240.13d-1(b)(1)(ii)(E);
- (f) ☐ An employee benefit plan or endowment fund in accordance with §240.13d-1(b)(1)(ii)(F);
- (g) ☐ A parent holding company or control person in accordance with § 13d-1(b)(1)(ii)(G);
- (h) ☐ A savings associations as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
- (i) ☐ A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act of 1940 (15U.S.C. 80a-3);
- (j) ☐ A non-U.S. institution in accordance with §240.13d-1(b)(1)(ii)(J);
- (k) ☐ Group, in accordance with §240.13d-1(b)(1)(ii)(K). If filing as a non-U.S. institution in accordance with §240.13d-1(b)(1)(ii)(J), please specify the type of institution: _____

CUSIP No. 369822101 13G/A **Page 7 of 8**

Item 4. Ownership.

Provide the following information regarding the aggregate number and percentage of the class of securities of the issuer identified in Item 1.

(a) Amount beneficially owned: Gagnon Securities LLC 2,207,786
 Gagnon Advisors, LLC 891,024
 Neil Gagnon 3,616,429

(b) Percent of class: Gagnon Securities LLC 7.3%
 Gagnon Advisors, LLC 2.9%
 Neil Gagnon 11.9%

Calculation of percentage of beneficial ownership is based on 30,282,966 shares of common stock outstanding as of November 2, 2018, as reported by the Issuer on its Form 10-Q filed on November 6, 2018.

(c) Number of shares as to which the person has:

(i) Sole power to vote or to direct the vote:	Gagnon Securities LLC 0 Gagnon Advisors, LLC 0 Neil Gagnon 345,943
(ii) Shared power to vote or to direct the vote:	Gagnon Securities LLC 2,121,198 Gagnon Advisors, LLC 891,024 Neil Gagnon 3,171,582
(iii) Sole power to dispose or to direct the disposition of:	Gagnon Securities LLC 0 Gagnon Advisors, LLC 0 Neil Gagnon 345,943
(iv) Shared power to dispose or to direct the disposition of:	Gagnon Securities LLC 2,207,786 Gagnon Advisors, LLC 891,024 Neil Gagnon 3,270,486

Item 5. Ownership of Five Percent or Less of a Class.

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following o.

Item 6. Ownership of More than Five Percent on Behalf of Another Person.

The Accounts described above in Item 2 have the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of, securities held in their respective accounts. To the knowledge of the Reporting Persons, the interest in any such account does not exceed 5% of the class of securities. Except to the extent described herein, each Reporting Person disclaims beneficial ownership of all such securities.

Items 7 – 9 Not Applicable.

CUSIP No. 369822101 13G/A **Page 8 of 8**

Item 10. Certification.

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect, other than activities solely in connection with a nomination under Section 230.14a-11.

SIGNATURE

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

Dated: January 18, 2019

NEIL GAGNON

/s/ Neil Gagnon

GAGNON SECURITIES LLC

/s/ Neil Gagnon

Name: Neil Gagnon

Title: Managing Member

GAGNON ADVISORS, LLC

/s/ Neil Gagnon

Name: Neil Gagnon

Title: Chief Executive Officer