Guest Barry William Form 4 May 06, 2013

## FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

OMB

**OMB APPROVAL** 

Number:

3235-0287

Expires:

5. Relationship of Reporting Person(s) to

January 31, 2005

0.5

Estimated average burden hours per

response...

if no longer subject to Section 16. Form 4 or Form 5 obligations

Check this box

**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

2. Issuer Name and Ticker or Trading

may continue. 30(h) of the Investment Company Act of 1940 See Instruction

1(b).

Stock

(Print or Type Responses)

1. Name and Address of Reporting Person \*

Guest Barry	William	Symbol EZCORI	P INC [E	ZPW]	1144111	Iss	uer (Charles	all applicable)	
		3. Date of (Month/Da 05/03/20	ny/Year)	nnsaction			(Check all applicable)  Director 10% OwnerX_ Officer (give title Other (specify below) below)		
AUSTIN, TX	(Street)		4. If Amendment, Date Original Filed(Month/Day/Year)				President US Retail  6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person		
(City)	(State) (Z	Zip) Table	I - Non-D	erivative S	Securi	ties Acquire	ed, Disposed of, o	r Beneficially	y Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	Code (Instr. 8)	4. Securionor Dispo (Instr. 3,	esed of 4 and (A) or		5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Class A Non-Voting Common Stock	05/03/2013		S	1,000	D D	\$ 19.47	43,966	D	
Class A Non-Voting Common Stock	05/03/2013		S	1,452	D	\$ 19.4648	42,514	D	
Class A Non-Voting Common	05/03/2013		S	600	D	\$ 19.463	41,914	D	

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Class A Non-Voting Common Stock	05/03/2013	S	100	D	\$ 19.45	41,814	D
Class A Non-Voting Common Stock	05/03/2013	S	348	D	\$ 19.453	41,466	D
Class A Non-Voting Common Stock	05/03/2013	S	1,000	D	\$ 19.454	40,466 (1)	D

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

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.

SEC 1474 (9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	4. Transact Code (Instr. 8)	5. iorNumber of Derivativ Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	S	ate	Under	unt of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr
			Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

# **Reporting Owners**

Reporting Owner Name / Address	Kelationships							
• 0	Director	10% Owner	Officer	Other				
Guest Barry William								
1901 CAPITAL PARKWAY			President US Retail					
AUSTIN TX 78746								

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# **Signatures**

/s/ Laura Jones Attorney-in-Fact 05/06/2013

\*\*Signature of Reporting Person Date

### **Explanation of Responses:**

- \* If the form is filed by more than one reporting person, see Instruction 4(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) The Total Non-Derivative Securities Beneficially Owned includes 39,466 unvested Restricted Stock Awards.

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.

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