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Curran Bent Form 4	•											
September 1	_									PPROVAL		
FORM	A 4 UNITED S	STATES	SECU	RITIES A	ND EX(CHAI	NGE C	OMMISSION	OMB			
Check th	uis hox		Wa	shington,	D.C. 20	549			Number:	3235-0287		
Form 5 obligation <i>See</i> Instr 1(b).	section 17(a	suant to S a) of the F	ection 1 Public U	SECUR 6(a) of the	Expires: January 31 2009 Estimated average burden hours per response 0.9							
(Print or Type	Responses)											
1. Name and A Curran Ben	Address of Reporting 1 Itley		Symbol	r Name and Y CORP [Tradin	g	5. Relationship of Issuer				
(Last)					f Earliest Transaction				(Check all applicable)			
6555 WES	T GOOD HOPE R		(Month/I 09/17/2	-				Director X Officer (give below) CIO & VF		Owner er (specify iness		
MILWAUI	(Street) XEE, WI 53223			endment, Da nth/Day/Year	-			6. Individual or Joi Applicable Line) _X_ Form filed by O Form filed by M Person	one Reporting Pe	rson		
(City)	(State)	(Zip)	Tah	le I - Non-D	erivative (Securi	ties Acau	ired, Disposed of,	or Beneficial	lv Owned		
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deem Execution any (Month/D	ed Date, if	3. Transactio Code (Instr. 8)	4. Securit	ies Ac sposed	quired of (D)	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		
Class A				Code V	Amount	(D)	Price	(IIISU: 5 allu 4)				
Common Stock	09/17/2018			М	15,000	А	\$ 29.1	46,364	D			
Class A Common Stock	09/17/2018			S	11,145	D	\$ 44.75	35,219	D			
Class A Common Stock	09/17/2018			S	200	D	\$ 44.8	35,019	D			
Class A Common	09/17/2018			S	100	D	\$ 44.85	34,919	D			

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Class A Common Stock	09/17/2018	S	800	D	\$ 44.9 34,119	D
Class A Common Stock	09/17/2018	S	400	D	\$ 44.93 33,719	D
Class A Common Stock	09/17/2018	S	855	D	\$ 32,864	D
Class A Common Stock	09/17/2018	S	200	D	\$ 45 32,664	D
Class A Common Stock	09/17/2018	S	200	D	\$ 45.3 32,464	D
Class A Common Stock	09/17/2018	S	100	D	\$ 32,364 45.45	D
Class A Common Stock	09/17/2018	S	700	D	\$ 45.5 31,664	D
Class A Common Stock	09/17/2018	S	200	D	\$ 31,464	D
Class A Common Stock	09/17/2018	S	100	D	\$ 31,364	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.

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)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transactio Code (Instr. 8)	5. Number of onDerivative Securities Acquired (A) or Disposed (D) (Instr. 3, 4, and 5)	Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
				Code V	(A) (D)		Title

							Date Exercisable	Expiration Date		Amount or Number of Shares	
Exercise of Stock Option	\$ 29.1	09/17/2018			М	15,000	<u>(1)</u>	09/24/2020	Class A Common Stock	15,000	
Reporting Owners											
Reportin	g Owner Nam	e / Address	Relationships								
		Director	10% Owner	Officer			Other				
Curran Bentley 6555 WEST GOOD HOPE ROAD MILWAUKEE, WI 53223					CIO & V	/P - Digit	al Business				

Signatures

Heidi Knueppel, Attorney-In-Fact

09/19/2018 Date

**Signature of Reporting Person

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) Represents options exercisable one third each year for the three years subsequent to the grant date.

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.