

MINICUCCI ROBERT A
Form 4
August 22, 2018

FORM 4

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN 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)

1. Name and Address of Reporting Person *
MINICUCCI ROBERT A

2. Issuer Name and Ticker or Trading Symbol
ALLIANCE DATA SYSTEMS CORP [ADS]

5. Relationship of Reporting Person(s) to Issuer
(Check all applicable)

(Last) (First) (Middle)
7500 DALLAS PARKWAY, SUITE 700

PLANO, TX 75024

(City) (State) (Zip)

3. Date of Earliest Transaction (Month/Day/Year)
08/21/2018

4. If Amendment, Date Original Filed(Month/Day/Year)

Director 10% Owner
 Officer (give title below) Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	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 Ownership (Instr. 4)
				(A) or (D) Code V Amount (D) Price			
Common Stock	08/21/2018		J ⁽¹⁾	2,388 D \$ 0	125,144 ⁽²⁾	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)

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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. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Transaction (Instr. 5)
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MINICUCCI ROBERT A 7500 DALLAS PARKWAY, SUITE 700 PLANO, TX 75024		X		

Signatures

Cynthia L. Hageman, Attorney
in Fact 08/22/2018

__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) 2,388 shares of common stock represented by restricted stock units were granted to the reporting person on 7/1/08 as compensation for his service on the Company's board of directors. Per the terms of the grant agreement, the restrictions on 100% of the shares lapsed on 7/2/18. The reporting person transferred the shares to WCAS Management Corp. based on an agreement between the reporting person and WCAS specifying WCAS' right to the shares based on the reporting person's employment by WCAS at the time such grant was made.
- The total amount of securities beneficially owned includes: (a) 102,723 unrestricted shares; (b) 3,452 unvested restricted stock units granted 7/1/09; (c) 4,404 unvested restricted stock units granted 6/30/10; (d) 3,246 unvested restricted stock units granted 6/30/11; (e) (2) 2,279 unvested restricted stock units granted 6/29/12; (f) 1,696 unvested restricted stock units granted 7/1/13; (g) 1,228 unvested restricted stock units granted 7/1/14; (h) 1,158 unvested restricted stock units granted 6/29/15; (i) 1,681 unvested restricted stock units granted 6/27/16; (j) 1,477 unvested restricted stock units granted 6/26/17; and (k) 1,800 unvested restricted stock units granted 6/25/18.

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.