Under Armo	ur, Inc.										
Form 4											
October 02, 2	2008										
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION								OMB APPROVAL			
	UNITED	SIAIE		shington,			GE (	_OMMISSION	OMB Number:	3235-0287	
Check this box				sington,	D.C. 205	47				January 31,	
if no long	STATES	MENT O	F CHAN	GES IN I	BENEFI	CIAI	OW	NERSHIP OF	Expires: 200		
subject to Section 1	subject to				ITIES	<b>CHI</b>	1011		Estimated average burden hours per		
Form 4 or		SECON						response 0.5			
Form 5	Filed pu	rsuant to	Section 1	6(a) of the	e Securitie	es Ex	chang	e Act of 1934,		0.0	
obligation may cont		(a) of the	Public Ut	tility Hold	ling Com	pany	Act of	f 1935 or Sectio	n		
See Instru		30(h)	of the In	vestment	Company	Act	of 194	40			
1(b).											
(Drint on Type D	(action cost)										
(Print or Type F	(esponses)										
1. Name and A	ddress of Reporting	g Person <sup>*</sup>	2 Issuer	Name and	Ticker or T	rading	<b>y</b>	5. Relationship of	Reporting Per	son(s) to	
McDermott William R Sym				i tunic unu	Tiener of T	ruuni	,	Issuer			
-			•	Armour, Ir	nc. [UA]						
(Last)	(First)	(Middle)	3. Date of	Earliest Tra	ansaction			(Chec	k all applicable	e)	
				Aonth/Day/Year)				X_ Director 10% Owner			
			10/01/20	008				Officer (give title Other (specify below) below)			
	(Streat)		4 10 4	1 ( D				,	/	(61 1	
				If Amendment, Date Original ed(Month/Day/Year)				6. Individual or Joint/Group Filing(Check Applicable Line)			
			1 neu(mon	iui/Day/Teal)	,			_X_ Form filed by (	One Reporting Pe	erson	
BALTIMOR	RE, MD 21230							Form filed by M Person	Iore than One Re	eporting	
	(Stata)	(7:n)									
(City)	(State)	(Zip)	Tabl	e I - Non-D	erivative S	ecurit	ies Acq	uired, Disposed of	f, or Beneficial	lly Owned	
1.Title of	2. Transaction Da			3.				5. Amount of	6. Ownership		
Security (Instr. 3)	(Month/Day/Year	<ul> <li>Execution</li> <li>any</li> </ul>	on Date, if	Transaction(A) or Disposed of Code (D)				Securities Beneficially		Indirect Beneficial	
(111501.3)		-	/Day/Year)	(Instr. 8) (Instr. 3, 4 and 5)			Owned	Ownership			
			-					Following	(Instr. 4)	(Instr. 4)	
						(A)		Reported Transaction(s)			
						or	р.	(Instr. 3 and 4)			
Class A				Code V	Amount	(D)	Price				
Class A Common	10/01/2008			А	199.68	А	\$0	18,690.74	D		
Stock $(1)$	10/01/2000			1	177.00	11	ψυ	10,090.74	2		

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)

## Edgar Filing: Under Armour, Inc. - Form 4

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. Transacti Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Expiration D (Month/Day/ e			le and int of rlying ities . 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Own Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

## **Reporting Owners**

Reporting Owner Name / Address	Relationships							
I O	Director	10% Owner	Officer	Other				
McDermott William R 1020 HULL STREET BALTIMORE, MD 21230	Х							
Signatures								
Day /s/ Jahn D. Stanton, Attamps, in East Fam William D								

By: /s/ John P. Stanton, Attorney in Fact For: William R. 10/ McDermott

<u>\*\*</u>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) Director fees deferred as deferred stock units pursuant to the Under Armour, Inc. 2006 Non-Employee Director Deferred Stock Unit Plan.

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.

10/02/2008

Date