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KINCAID S	STEVEN M									
Form 4 March 05, 2	012									
FORM	ЛЛ	STATES	SECU	RITIES A	AND EX	СНА	NGE CO	OMMISSION	OMB AP	PROVAL
Check th	uis hox		Wa	shington	, D.C. 20)549			Number:	3235-0287
Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction Section 17(a) of the 30(h)			Section T Public U	SECUI 16(a) of th	Expires: January 20 Estimated average burden hours per response					
1(b).	luction				*	•				
(Print or Type	Responses)									
	Address of Reporting STEVEN M	Person <u>*</u>	Symbol	er Name an o BOY INC		Tradi	0	5. Relationship of F Issuer	Reporting Perso	on(s) to
(Last)	(First) (Middle)		of Earliest T				(Check	all applicable))
1284 N. TE	ELEGRAPH ROA	JD	(Month/) 03/01/2	Day/Year) 2012			- - 1	Director X Officer (give t pelow) Senior		Owner r (specify
	(Street)			endment, D onth/Day/Yea	-	ıl	-	5. Individual or Join Applicable Line) _X_ Form filed by Or Form filed by Mo	ne Reporting Per	son
MONROE,	, MI 48162							Person	se man one rep	Jorung
(City)	(State)	(Zip)	Tab	ole I - Non-l	Derivative	Secur	ities Acqu	ired, Disposed of,	or Beneficiall	y Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deem Execution any (Month/Da	Date, if	3. Transactio Code (Instr. 8)		ed of (5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
G				Code V	Amount	(D)	Price	(Instr. 3 and 4)		
Common Shares	03/01/2012			М	18,502	А	\$ 11.45	113,986	D	
Common Shares	03/01/2012			S	18,502	D	\$ 14.3428 (2)	95,484	D	
Common Shares	03/02/2012			М	4,098	А	\$ 11.45	99,582	D	
Common Shares	03/02/2012			М	1,202	А	\$ 4.37	100,784	D	
Common Shares	03/02/2012			S	5,300	D	\$ 14.2858	95,484	D	

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	(3)			
Common Shares		9,772	Ι	by 401(K)

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 orDerivative 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 o Underlying Securities (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Share
Stock Option (right to buy)	\$ 11.45	03/01/2012		М	18,502	07/11/2008 <u>(1)</u>	07/11/2012	Common Shares	18,502
Stock Option (right to buy)	\$ 11.45	03/02/2012		М	4,098	07/11/2008 <u>(1)</u>	07/11/2012	Common Shares	4,098
Stock Option (right to buy)	\$ 4.37	03/02/2012		М	1,202	07/08/2010 <u>(1)</u>	07/08/2014	Common Shares	1,202

Reporting Owners

Reporting Owner Name / Address		I	Relationships	
	Director	10% Owner	Officer	Other
KINCAID STEVEN M 1284 N. TELEGRAPH ROAD MONROE, MI 48162			Senior Vice President	

Signatures

James P. Klarr, Attorney in fact

03/05/2012

**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) These were granted under the 2004 Long-Term Equity Award Plan and become exercisable in four equal annual installments beginning on the date shown in the Date Exercisable column.

The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$14.25 to \$14.49, inclusive. The reporting person undertakes to provide to issuer, any security holder of issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shraes sold at each separate price within the ranges set for in footnotes (2) and (3) to this Form 4.

(3) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from 14.25 to 14.35, inclusive.

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.