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FLORSHEIN Form 4 January 05, 2	4 THOMAS W JR										
	UNITED STA		ITIES Al hington,			NGE	COMMISSION	OMB Number:	3235-0287 January 31,		
Check thi if no long subject to Section 1 Form 4 or	er STATEMEN 6.	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES									
Form 5 obligations may continue. See Instruction 1(b). 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 R	Responses)										
FLORSHEIM THOMAS W JR Symb			2. issuer raune und riener or ridding				5. Relationship of Reporting Person(s) to Issuer				
(Last)		. Date of Earliest Transaction				(Check all applicable)					
(Month			Month/Day/Year)X_Dire					give title 10% Owner Other (specify below) hairman and CEO			
GLENDALI	onth/Day/Year)				6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting						
(City)	(State) (Zip)						Person				
	-		e I - Non-Do			ties Ac	quired, Disposed o		•		
1.Title of Security (Instr. 3)	(Month/Day/Year) Ex any	th/Day/Year) Execution Date, if			ties l (A) o l of (D 4 and (A) or)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)			
C			Code V	Amount	(D)	Price	(Instr. 3 and 4)				
Common Stock	01/04/2010		G	1,093	А	\$0	441,144	D			
Common Stock	01/04/2010		G	1,093	А	\$0	35,874	Ι	By Wife		
Common Stock	01/04/2010		G	3,279	A	\$ 0	143,710	Ι	As Trustee for Children		
Common Stock							400,000	I	As Trustee of Fahter's 2009 GRAT		

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Common Stock						40,000	I	As Trus of Moth 2009 GRAT		
Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02) 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)	of			Underlying S	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Stock Option	\$ 19.83					12/26/2005	04/26/2010	Common Stock	5,042	
Stock Option	\$ 18.03					12/26/2005	04/26/2015	Common Stock	19,958	
Stock Option	\$ 16.79					11/19/2003	05/19/2013	Common Stock	32,088	
Stock Option	\$ 12.04					01/22/2003	07/22/2012	Common Stock	29,948	
Stock Option	\$ 7.84					03/07/2002	09/07/2011	Common Stock	25,896	
Stock Option	\$ 8.5					05/05/2001	11/02/2010	Common Stock	19,306	
Stock Option	\$ 27.38					11/30/2008(1)	11/30/2012	Common Stock	9,680	
Stock Option	\$ 30.12					11/30/2008(1)	11/30/2012	Common Stock	3,320	
Stock Option	\$ 30.67					12/01/2009 <u>(2)</u>	12/01/2013	Common Stock	13,000	

Stock Option \$ 23.09

12/01/2010(3) 12/01/2014 Common Stock 30,000

Reporting Owners

Reporting Owner Name / Address		Relationships						
	Director	10% Owner	Officer	Other				
FLORSHEIM THOMAS W JR 333 W. ESTABROOK BOULEVAR GLENDALE, WI US 53212	D X		Chairman and CEO					
Signatures								
/s/Thomas W. 01/ Florsheim, Jr.	05/2010							
<u>**</u> 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) 25% per year for 4 years beginning 11/30/08
- (2) 25% per year for 4 years beginning 12/01/09
- (3) 25% per year for 4 years beginning 12/01/10

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.