

COLUMBIA SPORTSWEAR CO  
Form 4  
March 24, 2017

**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 \*  
TIMM BRYAN

2. Issuer Name and Ticker or Trading Symbol  
COLUMBIA SPORTSWEAR CO  
[COLM]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/23/2017

\_\_\_\_ Director  
 Officer (give title below)  
\_\_\_\_ 10% Owner  
\_\_\_\_ Other (specify below)  
President/COO

C/O COLUMBIA SPORTSWEAR COMPANY, 14375 NW SCIENCE PARK DRIVE

(Street)

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

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

PORTLAND, OR 97229

(City) (State) (Zip)

**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 Indirect Ownership (Instr. 4)
				(A) or (D)	Price		
				Code	V	Amount	
Common Stock	03/23/2017		M	4,204 <sup>(1)</sup>	A	\$ 29.985	83,841 D
Common Stock	03/23/2017		M	53,720 <sup>(1)</sup>	A	\$ 29.985	137,561 D
Common Stock	03/23/2017		M	9,964 <sup>(1)</sup>	A	\$ 23.85	147,525 D
Common Stock	03/23/2017		M	36,849 <sup>(1)</sup>	A	\$ 25.545	184,374 D
	03/23/2017		S		D		79,637 D

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Common Stock				104,737 <u>(1)</u>		\$ 57,7481 <u>(2)</u>	
Common Stock	03/24/2017		M	18,699 <u>(1)</u>	A	\$ 25.545	98,336 D
Common Stock	03/24/2017		S	18,699 <u>(1)</u>	D	\$ 57.7302 <u>(3)</u>	79,637 D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**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. 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 Security (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 29.985	03/23/2017		M	4,204 <u>(1)</u>	01/20/2012 <sup>(4)</sup> 01/19/2021	Common Stock 4,204
Employee Stock Option (right to buy)	\$ 29.985	03/23/2017		M	53,720 <u>(1)</u>	01/20/2016 <sup>(5)</sup> 01/19/2021	Common Stock 53,720
Employee Stock Option (right to buy)	\$ 23.85	03/23/2017		M	9,964 <u>(1)</u>	01/26/2013 <sup>(6)</sup> 01/25/2022	Common Stock 9,964
Employee Stock Option (right to buy)	\$ 25.545	03/23/2017		M	36,849 <u>(1)</u>	01/31/2014 <sup>(7)</sup> 01/30/2023	Common Stock 36,849

buy)

Employee

Stock

Option

\$ 25.545

03/24/2017

M

18,699  
(1)

01/31/2014<sup>(7)</sup>

01/30/2023

Common  
Stock

18,6

(right to

buy)

## Reporting Owners

### Reporting Owner Name / Address

### Relationships

Director    10% Owner    Officer    Other

TIMM BRYAN  
C/O COLUMBIA SPORTSWEAR COMPANY  
14375 NW SCIENCE PARK DRIVE  
PORTLAND, OR 97229

President/COO

## Signatures

Peter J. Bragdon,  
Attorney-in-Fact

03/24/2017

\_\_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) The reported transaction was effected pursuant to a Rule 10b5-1 trading plan.

The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$57.73 to \$57.855, inclusive. The reporting person undertakes to provide to Columbia Sportswear Company, any security holder of Columbia Sportswear Company, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each price within the range set forth in this footnote to this Form 4.

(2) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$57.73 to \$57.74, inclusive. The reporting person undertakes to provide to Columbia Sportswear Company, any security holder of Columbia Sportswear Company, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each price within the range set forth in this footnote to this Form 4.

(3) On 1/20/11 the reporting person was granted 30,242 stock options. The option grant vests over 4 years with 25% becoming exercisable on each anniversary of the grant date.

(4) On 1/20/11 the reporting person was granted 53,720 stock options. The option grant vests 100% on the fifth anniversary of the grant date.

(5) On 1/26/12 the reporting person was granted 39,862 stock options. The option grant vests over 4 years with 25% becoming exercisable on each anniversary of the grant date.

(6) On 1/31/13 the reporting person was granted 55,548 stock options. The option grant vests over 4 years with 25% becoming exercisable on each anniversary of 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.

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