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Costa Mark Form 4 February 07											
FORM	ЛЛ					~~~			OMB AF	PPROVAL	
	•• UNITED	STATES		RITIES A shington,			NGE C	OMMISSION	OMB Number:	3235-0287	
Check th if no lon subject t Section Form 4 o Form 5 obligation may con <i>See</i> Instr 1(b).	ger o 16. or Filed pur ons tinue.	suant to sa) of the	F CHAN Section 1 Public U	GES IN SECUR 6(a) of th	BENEFI RITIES e Securit ding Com	(CIA) ies E ipany	xchange Act of	ERSHIP OF Act of 1934, 1935 or Section	Expires: Estimated a burden hou response		
(Print or Type	Responses)										
1. Name and A Costa Mark	r Name and IAN CHE			-	5. Relationship of Reporting Person(s) to Issuer						
(Last)								ck all applicable)			
200 SOUTH WILCOX DRIVE (Month/I 02/05/2				Day/Year) 013				Director 10% Owner X Officer (give title Other (specify below) below) Executive Vice President			
KINGSPOI	(Street) RT, TN 37660			endment, Da nth/Day/Year	-	l		6. Individual or Jo Applicable Line) _X_ Form filed by C Form filed by M	one Reporting Pe	rson	
(City)	(State)	(Zip)	Tab	la I Non F	Domissotisso	Soon		Person uired, Disposed of	or Ponoficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date 2A. Deemed (Month/Day/Year) Execution Date, if any (Month/Day/Year)			3. Transactic Code (Instr. 8)	4. Securit on(A) or Dis (Instr. 3, 4	ies Ac sposed 4 and 5 (A) or	quired l of (D) 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	
Common					Amount	(D)	Price		_		
Stock	02/05/2013			М	16,400	А	\$ 18.3	98,597	D		
Common Stock	02/05/2013			S	16,400	D	\$ 72.76 (1)	82,197	D		
Common Stock	02/05/2013			М	41,000	А	\$ 28.26	123,197	D		
Common Stock	02/05/2013			S	41,000	D	\$ 72.89 (2)	82,197	D		
	02/06/2013			М	19,000	А		101,197	D		

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Common Stock				\$ 28.26			
Common Stock	02/06/2013	S	19,000 D	\$ 72.4 (3)	82,197	D	
Common Stock					2,204	Ι	By ESOP

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. 5. Number of Transactio/Derivative Code Securities (Instr. 8) 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)		
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 18.3 <u>(4)</u>	02/05/2013		М		16,400 (4)	10/28/2011	10/27/2018	Common Stock	16,400 (<u>4)</u>
Employee Stock Option (Right to Buy)	\$ 28.26 (4)	02/05/2013		М		41,000 (<u>4)</u>	06/01/2009	05/31/2016	Common Stock	41,000 (<u>4)</u>
Employee Stock Option (Right to Buy)	\$ 28.26 (<u>4)</u>	02/06/2013		М		19,000 (4)	06/01/2009	05/31/2016	Common Stock	19,000 (4)

Reporting Owners

Reporting Owner Name / Address			Relationships				
	Director	10% Owner	Officer	Other			

Costa Mark J 200 SOUTH WILCOX DRIVE KINGSPORT, TN 37660

Executive Vice President

Signatures

Brian L. Henry, by Power of Attorney

**Signature of Reporting Person

02/07/2013 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) Average weighted sale price for shares disposed of in the reported transaction. The shares were sold in multiple brokers' transactions at various market prices per share ranging from \$72.63 to 72.96.
- (2) Average weighted sale price for shares disposed of in the reported transaction. The shares were sold in multiple brokers' transactions at various market prices per share ranging from \$72.74 to \$73.07.
- (3) Average weighted sale price for shares disposed of in the reported transaction. The shares were sold in multiple brokers' transactions at various market prices per share ranging from \$72.25 to \$72.91.
- (4) The option exercise price was halved and the number of shares underlying the option was doubled in the October 3, 2011 2-for-1 stock split by dividend of the common stock.

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.