Edgar Filing: Wills Bradford Lee - Form 4

Wills Bradf Form 4												
November 3												
FORM	A 4 UNITED	STATES					NGE C	OMMISSION	OMB	PPROVAL 3235-0287		
Check tl	nis box		Wa	shingtor	n, D.C. 2	0549			Number:	January 31,		
if no lon subject t Section Form 4 Form 5	16.	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES								Expires: 2005 Estimated average burden hours per response 0.5		
obligatio may con <i>See</i> Inst 1(b).	ons Section 17(ruction	a) of the l	Public U	tility Ho		mpany	y Act of	e Act of 1934, 1935 or Section 0	I			
(Print or Type	Responses)											
1. Name and A Wills Brad	Address of Reporting ford Lee	Person <u>*</u>	Symbol		nd Ticker on nc. [MB]		0	5. Relationship of I Issuer	Reporting Pers	son(s) to		
(Last)	(First) (Middle)			Fransaction			(Check	all applicable	e)		
4051 BRO	AD STREET, SU	ITE 220	(Month/I 11/28/2	Day/Year) 2017				Director X Officer (give below) Chief S		Owner er (specify er		
SANTIIIS	(Street) OBISPO, CA 93	401		endment, I nth/Day/Ye	Date Origin ar)	al		6. Individual or Joi Applicable Line) _X_ Form filed by O Form filed by M	ne Reporting Pe	erson		
(City)	(State)	(Zip)	75 1		D • •	G		Person	D (* † 1			
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deem	ned 1 Date, if	3. Transacti Code (Instr. 8)	4. Securi iomr Dispo (Instr. 3,	ities Ac sed of (4 and 5 (A) or	quired (A) (D) (5)	 hired, Disposed of, 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 Beneficial Ownership (Instr. 4)		
Class A Common Stock	11/28/2017			Code V $C(1)$	49,000		Price \$ 0	72,388 <u>(2)</u>	D			
Class A Common Stock	11/28/2017			S	49,000	D	\$ 33.767 (<u>3)</u>	23,388 <u>(2)</u>	D			
Class A Common Stock	11/28/2017			C <u>(1)</u>	1,000	A	\$ 0	24,388 <u>(2)</u>	D			
Class A	11/28/2017			S	1,000	D	\$ 35.015	23,388 <u>(2)</u>	D			

Edgar Filing: Wills Bradford Lee - Form 4

Stock

(4)

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. Transactic Code (Instr. 8)	5. Numbe orDerivative Securities (A) or Dis (D) (Instr. 3, 4	e Acquired sposed of	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amoun Underlying Securit (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amo or Num of Sł
Employee Stock Option (Right to Buy)	\$ 9.936	11/28/2017		М		8,072	(5)	05/14/2024	Class B Common Stock	8,0
Employee Stock Option (Right to Buy)	\$ 10.616	11/28/2017		М		8,672	<u>(6)</u>	09/20/2024	Class B Common Stock	8,6
Employee Stock Option (Right to Buy)	\$ 14.476	11/28/2017		М		17,187	<u>(7)</u>	02/05/2025	Class B Common Stock	17,
Employee Stock Option (Right to Buy)	\$ 14.496	11/28/2017		М		16,069	<u>(8)</u>	05/22/2025	Class B Common Stock	16,0
Class B Common Stock	<u>(9)</u>	11/28/2017		М	50,000		<u>(9)</u>	<u>(9)</u>	Class A Common Stock	50,0
Class B Common Stock	<u>(9)</u>	11/28/2017		С		50,000	<u>(9)</u>	(9)	Class A Common Stock	50,0

Reporting Owners

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
Wills Bradford Lee 4051 BROAD STREET SUITE 220 SAN LUIS OBISPO, CA 93401			Chief Strategy Officer					
Signatures								
/s/ Kimberly G. Lytikainen	11/30/201	7						

<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) Each share of Class A Common Stock was issued upon the conversion of one share of Class B Common Stock at the election of Reporting Person.
- (2) Includes 21,704 restricted stock units ("RSUs"), where each RSU represents a contingent right to receive one share of the Issuer's Class A Common Stock upon settlement.

The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from
 (3) \$33.375 to \$34.25, inclusive. Upon request by the Commission staff, the Issuer, or a security holder of the Issuer, the Reporting Person will provide full information regarding the number of shares sold at each separate price within the range set forth in this Form 4.

The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$34.80
 (4) to \$35.15, inclusive. Upon request by the Commission staff, the Issuer, or a security holder of the Issuer, the Reporting Person will provide full information regarding the number of shares sold at each separate price within the range set forth in this Form 4.

- (5) 1/48 of the shares subject to the option vested on 6/14/2014, and 1/48 of the shares vest monthly thereafter.
- (6) 1/48 of the shares subject to the option vested on 9/7/2014, and 1/48 of the shares vest monthly thereafter.
- (7) 1/48 of the shares subject to the option vested on 3/5/2015, and 1/48 of the shares vest monthly thereafter.
- (8) 1/48 of the shares subject to the option vested on 6/22/2015, and 1/48 of the shares vest monthly thereafter.
- (9) Each share of Class B Common Stock is convertible into one share of Class A Common Stock at the option of the holder and has no expiration date.

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.