

7 ELEVEN INC  
Form 4  
December 08, 2004

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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**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 \*  
**KEYES JAMES W**

(Last) (First) (Middle)  
2711 N. HASKELL AVE.  
(Street)

DALLAS, TX 75204

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**7 ELEVEN INC [SE]**

3. Date of Earliest Transaction (Month/Day/Year)  
**12/06/2004**

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
**President and CEO**

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

**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 Beneficial Ownership (Instr. 4)
			Code	V Amount (D) Price			
Common Stock					9,100	I	Note <sup>(1)</sup>
Common Stock					1,290	I	Note <sup>(2)</sup>
Common Stock					31,037	D <sup>(3)</sup>	
Common Stock	12/06/2004		M	10,186 A \$ 12.35	121,528	D	
Common Stock	12/06/2004		S	7,224 D \$ 22.896 <sup>(4)</sup>	114,304	D	

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Common Stock	12/06/2004	M	14,360	A	\$ 12.35	128,664	D
Common Stock	12/06/2004	S	11,243	D	\$ 22.896 (4)	117,421	D
Common Stock	12/07/2004	M	2,791	A	\$ 15	120,212	D
Common Stock	12/07/2004	S	2,200	D	\$ 22.6182 (4)	118,012	D
Common Stock	12/08/2004	M	52,849	A	\$ 15	170,861	D
Common Stock	12/08/2004	S	41,288	D	\$ 22.9875 (4)	129,573	D
Common Stock	12/08/2004	M	50,000	A	\$ 15.94	179,573	D
Common Stock	12/08/2004	S	40,365	D	\$ 22.9875 (4)	139,208	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 Securities (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount Number Shares
Employee Stock Options	\$ 16.21					01/21/2005	01/21/2014	Common Stock	170,000
Employee Stock Options	\$ 6.88					03/07/2004	03/07/2013	Common Stock	250,000
	\$ 9.12					04/24/2003	04/24/2012		271,000

Employee Stock Options								Common Stock	
Employee Stock Options	\$ 10.92					05/14/2002	05/14/2011	Common Stock	200,000
Employee Stock Options	\$ 19					05/23/2001	05/23/2010	Common Stock	366,000
Employee Stock Options	\$ 9.38					10/08/2000	10/08/2009	Common Stock	70,000
Employee Stock Options	\$ 9.53					10/14/1999	10/14/2008	Common Stock	70,000
Employee Stock Options	\$ 12.35	12/06/2004		M	10,186	11/12/1998	11/12/2007	Common Stock	10,186
Employee Stock Options	\$ 15	12/06/2004		M	14,360	10/01/1997	10/01/2006	Common Stock	14,360
Employee Stock Options	\$ 15	12/07/2004		M	2,791	10/01/1997	10/01/2006	Common Stock	2,791
Employee Stock Options	\$ 15	12/08/2004		M	52,849	10/01/1997	10/01/2006	Common Stock	52,849
Employee Stock Options	\$ 15.94	12/08/2004		M	50,000	10/23/1996	10/23/2005	Common Stock	50,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KEYES JAMES W 2711 N. HASKELL AVE. DALLAS, TX 75204	X		President and CEO	

## Signatures

David T. Fenton,  
Attorney-in-fact

12/08/2004

\*\*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) Shares are held in brokerage account for the benefit of the Reporting Person.
- (2) Shares are held for the benefit of the Reporting Person in an account with the administrator of the Issuer's Employee Stock Purchase Plan, Computershare Investor Services LLC.

- Restricted Stock Units, each convertible into one share of the Company's Common Stock on the first day of the month following the
- (3) Reporting Person's separation from employment with the Issuer, were granted under the Issuer's 1995 Stock Incentive Plan pursuant to the requirements of Rule 16b-3.

- The listed number of shares were sold pursuant to a Rule 10b5-1 sales plan. In connection with the exercise of certain stock options
- (4) granted in 1995, 1996, and 1997, the Reporting Person (i) sold the number of shares necessary to pay fees, commissions, any applicable transfer and withholding taxes and the exercise price of the options exercised and (ii) retained the remaining shares.

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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