Edgar Filing: Gebauer Julie Jarecke - Form 4

Gebauer Juli	e Jarecke										
Form 4 September 2	2. 2010										
									OMB APPROVAL		
	Washington, D.C. 20549									3235-0287	
Check th if no long subject to Section 1 Form 4 o Form 5 obligatio may cont <i>See</i> Instru 1(b).	ger b 16. br Filed purs tinue. Section 17(a	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES Expires: 200 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 C									
(Print or Type I	Responses)										
Gebauer Julie Jarecke Symbol				uer Name and Ticker or Trading l rs Watson & Co. [TW]				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last)	(First) (M	Aiddle) 3	B. Date of	Earliest Tr	ansaction			(Cheel)	
				/onth/Day/Year) 9/22/2010				Director 10% Owner X_ Officer (give title Other (specify below) below) Managing Dir.,Talent & Rewards			
				endment, Date Original onth/Day/Year)				6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person			
NEW YOR	Form filed by More than One R Person					porting					
(City)	(State)	(Zip)	Tabl	e I - Non-D	erivative S	Securi	ties Acqu	uired, Disposed of	, or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution E any (Month/Day	Date, if	3. Transactio Code (Instr. 8) Code V	(Instr. 3, 4	sposed	l of (D)	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	09/22/2010			M <u>(1)</u>	40,960	А	\$ 0 <u>(2)</u>	40,960	D		
Class A Common Stock	09/22/2010			S	40,960	D	\$ 43.93	0	D		

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

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 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)	5. Number of onDerivative 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 or Number of Shares
Class B Common Stock	\$ 0 <u>(2)</u>	09/22/2010		M <u>(1)</u>		40,960	01/01/2011	01/01/2014	Class A Common Stock	40,960

Reporting Owners

Reporting Owner Name / Address	Relationships							
1	Director	10% Owner	Officer	Other				
Gebauer Julie Jarecke 875 THIRD AVENUE NEW YORK, NY 10022			Managing Dir., Talent & Rewards					
Signatures								
Karl Chen, attorney-in-fact for Ms. Gebauer			09/22/2010					
**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) Reflects shares that were converted from B-1 Common Stock and sold in connection with the Company's registered secondary stock offering.
- (2) One for One
- Consists of 6,144.031 shares of Class B-1 shares, and 47,104.031 shares of each of Class B-2, B-3 and B-4 common stock. Shares of
 (3) subclasses B-1, B-2, B-3, and B-4 of the Issuer's Class B common stock will automatically convert to shares of Class A common stock of the Issuer on January 1, 2011, 2012, 2013 and 2014, respectively.

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.