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BOYKO JEAN A Form 4 May 17, 2018 FORM 4 Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. <i>See</i> Instruction 1(b).	UNITED S STATEMI Filed purse Section 17(a)	ENT OF C uant to Sec) of the Pul	Washing CHANGES SE tion 16(a)	gton, S IN F CURI of the Hold	D.C. 205 BENEFI (TIES Securitioning Com	5 49 CIAI es Ex pany	L OWN tchange Act of	OMMISSION ERSHIP OF Act of 1934, 1935 or Section	OMB Number: Expires: Estimated a burden hour response	•	
BOYKO JEAN A Symbol			mbol restige Bra	ge Brands Holdings, Inc.				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last) (660 WHITE PLA		(N	Date of Earl Ionth/Day/Y 5/15/2018		insaction		!	Director X Officer (give below) SVP, Scier		Owner r (specify llogy	
				onth/Day/Year) Applicable Line) _X_ Form filed b				6. Individual or Joi Applicable Line) _X_ Form filed by O Form filed by M	Joint/Group Filing(Check One Reporting Person More than One Reporting		
(City) ((State) (Z	Zip)	Table I -]	Non-De	erivative S	ecuri		ired, Disposed of,	or Beneficiall	y Owned	
		2A. Deemed Execution Da any (Month/Day/	3. ate, if Trai Cod	nsactior le	4. Securitio (A) or Disj (Instr. 3, 4	es Acc posed	quired 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	
Common Stock, par value \$0.01 per share	15/2018		Cod		Amount 10,879	(D) A	Price \$ 29.94	21,960	D		
Common Stock, par value \$0.01 per share	15/2018		М	1	9,649	A	\$ 33.5	31,609	D		
Common Stock, par value \$0.01 per share	15/2018		S		20,528	D	\$ 36.91 (1)	11,081	D		

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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. Transactio Code (Instr. 8)	5. Number of orDerivative 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
Employee Stock Options (rights to buy)	\$ 29.94	05/15/2018		М	10,879	(2)	05/14/2023	Common Stock	10,879
Employee Stock Options (rights to buy)	\$ 33.5	05/15/2018		М	9,649	(3)	05/12/2024	Common Stock	9,649

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
BOYKO JEAN A 660 WHITE PLAINS RD. TARRYTOWN, NY 10591			SVP, Science and Technology				

Signatures

/s/ Jean Boyko by William P'Pool as attorney-in-fact pursuant to power of attorney dated	05/17/2018	
May 9, 2017 on file with the Commission	03/1//2018	

**Signature of Reporting Person

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).

Date

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The reporting person effected multiple same-way open market sale transactions on the same day at different prices through a sale order executed by a broker-dealer. The reporting person hereby undertakes to provide upon request by the Securities Exchange Commission

- (1) staff, the issuer, or a shareholder of the issuer, full information regarding the number of shares purchased at each separate price. This transaction was executed in multiple trades at prices ranging from \$36.21 to \$37.80. The price reported above reflects the weighted average sale price.
- (2) The options vested in the three installments as followed: 3,627 shares on May 14, 2014 and 3,626 shares each on May 14, 2015 and 2016.
- (3) The options vested in three installments as followed: 3,217 shares on May 12, 2015 and 3,216 shares each on May 12, 2016 and 2017.

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.