

ODO NOVAN TIMOTHY J  
Form 4  
October 13, 2010

**FORM 4**

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
ODO NOVAN TIMOTHY J

2. Issuer Name and Ticker or Trading Symbol  
WOLVERINE WORLD WIDE INC /DE/ [WWW]

5. Relationship of Reporting Person(s) to Issuer  
(Check all applicable)

(Last) (First) (Middle)  
9341 COURTLAND DRIVE NE  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
10/11/2010

Director  10% Owner  
 Officer (give title below)  Other (specify below)

ROCKFORD, MI 49351

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

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

(City) (State) (Zip)

**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 (A) or (D) Price			
Common Stock	08/11/2010		J <sup>(1)</sup>	V 42,296 D \$ 0	245,538	D	
Common Stock	08/11/2010		J <sup>(1)</sup>	V 42,296 A \$ 0	42,296	I	By Trust
Common Stock	10/11/2010		M	4,806 A \$ 20.803	250,344	D	
Common Stock	10/11/2010		M	1,923 A \$ 20.803	252,267	D	
Common Stock	10/11/2010		M	51,396 A \$ 20.803	303,663	D	

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Common Stock	10/11/2010	M	1,935	A	\$ 20.5	305,598	D	
Common Stock	10/11/2010	S	60,060	D	\$ 29.6	245,538	D	
Common Stock						10,245	I	By Trust
Common Stock						38,074	I	By Trust
Common Stock						27,715	I	By Spouse

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

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SEC 1474  
(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 or Number of Shares
Stock Option (Right to Buy) <sup>(2)</sup>	\$ 20.803	10/11/2010		M	4,806	12/20/2004	03/04/2011	Common Stock	4,806
Stock Option (Right to Buy) <sup>(2)</sup>	\$ 20.803	10/11/2010		M	1,923	12/20/2004	03/04/2011	Common Stock	1,923
Stock Option (Right to Buy) <sup>(2)</sup>	\$ 20.803	10/11/2010		M	51,396	12/20/2004	03/04/2011	Common Stock	51,396
Stock Option (Right to Buy) <sup>(2)</sup>	\$ 20.5	10/11/2010		M	1,935	12/14/2004	03/04/2011	Common Stock	1,935

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ODONOVAN TIMOTHY J 9341 COURTLAND DRIVE NE ROCKFORD, MI 49351		X		

## Signatures

/s/ Timothy E. Foley, by Power of Attorney	10/13/2010
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\_\_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) Transfer from direct ownership to indirect ownership held by a trust.

(2) The number of shares and the exercise price have been adjusted to reflect the Company's February 1, 2005 three-for-two stock split.

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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