

McCormick Michael W
Form 4
August 13, 2012

FORM 4

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

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

OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person *
McCormick Michael W

2. Issuer Name **and** Ticker or Trading
Symbol
COLUMBIA SPORTSWEAR CO
[COLM]

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

(Last) (First) (Middle)

C/O COLUMBIA SPORTSWEAR
COMPANY, 14375 NW SCIENCE
PARK DRIVE

3. Date of Earliest Transaction
(Month/Day/Year)
08/09/2012

____ Director ____ 10% Owner
X Officer (give title ____ Other (specify
below) below)
EVP/Global Sales & Marketing

(Street)

PORTLAND, OR 97229

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

6. Individual or Joint/Group Filing(Check
Applicable Line)
X 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	08/09/2012		M		32,000	A	\$ 40.49	55,391	D
Common Stock	08/09/2012		M		16,950	A	\$ 31.21	72,341	D
Common Stock	08/09/2012		M		13,364	A	\$ 41.23	85,705	D
Common Stock	08/09/2012		S		62,314	D	\$ 52.6432 (1)	23,391	D

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Common Stock	08/09/2012	S	8,080	D	\$ 52.7298 (2)	15,311	D
Common Stock	08/10/2012	S	12,333	D	\$ 52.4328 (3)	2,978	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 Security (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 40.49	08/09/2012		M	32,000	01/24/2009 ⁽⁴⁾ 01/23/2018	Common Stock 32,000
Employee Stock Option (right to buy)	\$ 31.21	08/09/2012		M	16,950	01/23/2010 ⁽⁵⁾ 01/22/2019	Common Stock 16,950
Employee Stock Option (right to buy)	\$ 41.23	08/09/2012		M	13,364	01/21/2011 ⁽⁵⁾ 01/20/2020	Common Stock 13,364

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

McCormick Michael W
C/O COLUMBIA SPORTSWEAR COMPANY
14375 NW SCIENCE PARK DRIVE
PORTLAND, OR 97229

EVP/Global Sales & Marketing

Signatures

Peter J. Bragdon,
Attorney-in-Fact

08/13/2012

__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) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$52.50 to \$53.075, inclusive. The reporting person undertakes to provide to Columbia Sportswear Company, any security holder of Columbia Sportswear Company, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each price within the range set forth in this footnote to this Form 4.

(2) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$52.50 to \$53.035, inclusive. The reporting person undertakes to provide to Columbia Sportswear Company, any security holder of Columbia Sportswear Company, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each price within the range set forth in this footnote to this Form 4.

(3) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$52.30 to \$52.77, inclusive. The reporting person undertakes to provide to Columbia Sportswear Company, any security holder of Columbia Sportswear Company, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each price within the range set forth in this footnote to this Form 4.

(4) 25% of the option grant becomes exercisable on the first anniversary of the grant date, and the remaining 75% vests ratably over a 36-month period following the date the option first becomes exercisable.

(5) The option grant vests over 4 years with 25% becoming exercisable on each anniversary of the grant date.

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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