## Edgar Filing: Morningstar, Inc. - Form 4

Morningstar Form 4												
November 08, 2007 <b>FORM 4</b> UNITED STATES SECURITIES AND EXCHANCE COMMISSION												
Washington, D.C. 20549									3235-0287			
Check th if no long subject to	statement (	ox STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF										
subject to Section 16.SECURITIESEstimated average burden hours per responseForm 4 or Form 5 obligations may continue.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 19400.5												
(Print or Type Responses)												
1. Name and A Sturm Paul	Name and			ng	5. Relationship of Reporting Person(s) to Issuer							
(Last) (First) (Middle) 3. Date of Ea				-	N]		(Check all applicable)					
C/O MORN WEST WA	Day/Year) . 2007 .				X_ Director 10% Owner Officer (give title Other (specify below) below)							
(Street) 4. If Amenda Filed(Month/				h/Day/Year) A				6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting				
CHICAGO,							Person					
(City)	(State) (Zip)		e I - Non-D 3.			-	uired, Disposed of 5. Amount of		-			
(Instr. 3)				4. Securi on(A) or D (Instr. 3,	ispose	d of (D)	S. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)				
			Code V	Amount	or (D)	Price	(Instr. 3 and 4)					
Common Stock	11/07/2007		<u>S(1)</u>	89	D	\$ 73.1	149,610	D				
Common Stock	11/07/2007		S <u>(1)</u>	13	D	\$ 73.22	149,597	D				
Common Stock	11/07/2007		S <u>(1)</u>	87	D	\$ 73.25	149,510	D				
Common Stock	11/07/2007		S <u>(1)</u>	200	D	\$ 73.31	149,310	D				
Common Stock	11/07/2007		S <u>(1)</u>	9	D	\$ 73.37	149,301	D				

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Common Stock	11/07/2007	S <u>(1)</u>	89	D	\$ 73.78	149,212	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 73.9	149,012	D
Common Stock	11/07/2007	S <u>(1)</u>	100	D	\$ 73.91	148,912	D
Common Stock	11/07/2007	S <u>(1)</u>	300	D	\$ 73.98	148,612	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 74	148,412	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 74.14	148,212	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 74.18	148,012	D
Common Stock	11/07/2007	S <u>(1)</u>	213	D	\$ 74.25	147,799	D
Common Stock	11/07/2007	S <u>(1)</u>	400	D	\$ 74.26	147,399	D
Common Stock	11/07/2007	S <u>(1)</u>	400	D	\$ 74.27	146,999	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 74.31	146,799	D
Common Stock	11/07/2007	S <u>(1)</u>	100	D	\$ 74.35	146,699	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 74.38	146,499	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 74.43	146,299	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 74.62	146,099	D
Common Stock	11/07/2007	S <u>(1)</u>	400	D	\$ 74.68	145,699	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 74.69	145,499	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 74.75	145,299	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 74.91	145,099	D
Common Stock	11/07/2007	S <u>(1)</u>	200	D	\$ 74.97	144,899	D
	11/07/2007	<b>S</b> <u>(1)</u>	200	D	\$ 75	144,699	D

Common Stock

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. Transacti Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	;	ate	7. Title Amoun Underly Securiti (Instr. 3	t of ying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title I	Amount or Number of Shares		

## **Reporting Owners**

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
Sturm Paul W C/O MORNINGSTAR, INC. 225 WEST WACKER DRIVE CHICAGO, IL 60606	Х						
<b>Signatures</b> /s/ Heidi Miller, by power of attorney		11/08/200	7				

\*\*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 sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on March 21, 2007.

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.