PESCARA MARCO Form 4

November 10, 2009

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5

obligations

SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,

may continue. See Instruction Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * PESCARA MARCO			Symbol		nd Ticker or Trading	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last)	(First)	(Middle)	3. Date of	f Earliest 7	Γransaction	(Chee	ж ан аррисаотс	,	
3000 JOHN DEERE ROAD			(Month/I 11/09/2	Day/Year) 009		X_ Officer (give below)	e title 10% below) rect Mktg & Ac	er (specify	
	(Street)		4. If Ame	endment, I	Date Original	6. Individual or Jo	oint/Group Filin	ıg(Check	
			Filed(Mor	nth/Day/Ye	ar)	Applicable Line) _X_ Form filed by 0	1 0		
TOANO, V	'A 23168					Form filed by N Person	More than One Re	porting	
(City)	(State)	(Zip)	Tab	le I - Non-	Derivative Securities Acq	uired, Disposed of	f, or Beneficial	ly Owned	
1.Title of Security	2. Transaction Da (Month/Day/Year				4. Securities Acquired tion(A) or Disposed of (D)	5. Amount of Securities	6. Ownership Form: Direct	Indirect	

1.Title of	2. Transaction Date	2A. Deemed	3.	4. Securit	ties A	equired	5. Amount of	6. Ownership	7. Nature of
Security	(Month/Day/Year)	Execution Date, if	Transactio	n(A) or Di	spose	d of (D)	Securities	Form: Direct	Indirect
(Instr. 3)		any	Code	(Instr. 3,	4 and	5)	Beneficially	(D) or	Beneficial
		(Month/Day/Year)	(Instr. 8)				Owned	Indirect (I)	Ownership
							Following	(Instr. 4)	(Instr. 4)
					(4)		Reported		
					(A)		Transaction(s)		
			Code V	Amount	or (D)	Price	(Instr. 3 and 4)		
Common Stock	11/09/2009		M	1,500	A	\$ 7.58	2,700	D	
Common Stock	11/09/2009		S	1,500	D	\$ 25.38	1,200	D	

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

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SEC 1474

(9-02)

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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. 5. Number Transaction Derivative Code Securities (Instr. 8) Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exer Expiration D (Month/Day.	ate	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 purchase)	\$ 7.58	11/09/2009		M	1,500	<u>(1)</u>	07/13/2016	Common Stock	1,500

D

Reporting Owners

Reporting Owner Name / Address	Relationships

Director 10% Owner Officer Other

PESCARA MARCO

3000 JOHN DEERE ROAD SVP, Direct Mktg & Advtg

TOANO, VA 23168

Signatures

/s/ E. Livingston B. Haskell,
Power-of-Attorney

11/10/2009

**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 option was granted on July 13, 2006 and became exercisable one-third on each anniversary of the grant date; provided that vesting accelerated by one year upon the issuer's initial public offering.

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.

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