

HEFFES BRETT D
Form 4
May 13, 2013

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2015
Estimated average burden hours per response... 0.5

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 *
HEFFES BRETT D

2. Issuer Name and Ticker or Trading Symbol
WINMARK CORP [WINA]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
605 HIGHWAY 169 N, SUITE 400

(Street)

3. Date of Earliest Transaction (Month/Day/Year)
05/09/2013

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

MINNEAPOLIS, MN 55441

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)
				(A) or (D)	Price		
Common Stock	05/09/2013		M	V	18,015 A \$ 20.96	98,453	D
Common Stock	05/09/2013		M	V	2,813 A \$ 16.52	101,266	D
Common Stock	05/09/2013		M	V	2,073 A \$ 12.75	103,339	D
Common Stock	05/09/2013		S		9,501 (2) D \$ 63.18	93,838	D
Common Stock	05/09/2013		S		940 (3) D \$ 61.93	92,898	D

Edgar Filing: HEFFES BRETT D - Form 4

Common Stock	05/09/2013	S	2,760 (4)	D	\$ 61.41	90,138	D	
Common Stock	05/10/2013	M	4,485	A	\$ 20.96	94,623	D	
Common Stock	05/10/2013	M	5,314	A	\$ 16.52	99,937	D	
Common Stock	05/10/2013	M	1,927	A	\$ 12.75	101,864	D	
Common Stock	05/10/2013	M	194	A	\$ 13.01	102,058	D	
Common Stock	05/10/2013	S	846 (5)	D	\$ 60.43	101,212	D	
Common Stock	05/10/2013	S	5,953 (6)	D	\$ 59.35	95,259	D	
Common Stock	05/13/2013	M	3,123	A	\$ 16.52	98,382	D	
Common Stock	05/13/2013	M	6,213	A	\$ 12.75	104,595	D	
Common Stock	05/13/2013	S	4,838 (7)	D	\$ 60.96	99,757	D	
Common Stock						1,300	I	By Son

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.

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 Security (Instr. 3 and 4)
Employee Stock	\$ 20.96	05/09/2013 ⁽⁸⁾		M	22,500	12/13/2008 ⁽¹⁾ - 12/13/2017	Common Stock

Edgar Filing: HEFFES BRETT D - Form 4

Option (right to buy)									
Employee Stock Option (right to buy)	\$ 16.52	05/09/2013 ⁽⁹⁾	M	11,250	08/13/2009 ⁽¹⁾	08/13/2018	Common Stock	11,250	
Employee Stock Option (right to buy)	\$ 12.75	05/09/2013 ⁽¹⁰⁾	M	10,213	12/11/2009 ⁽¹⁾	12/11/2018	Common Stock	16,000	
Employee Stock Option (right to buy)	\$ 13.01	05/10/2013	M	194	06/01/2010 ⁽¹⁾	06/01/2019	Common Stock	10,000	
Employee Stock Option (right to buy)	\$ 22.15				12/10/2010 ⁽¹⁾	12/10/2019	Common Stock	10,000	
Employee Stock Option (right to buy)	\$ 31.19				06/01/2011 ⁽¹⁾	06/01/2020	Common Stock	10,000	
Employee Stock Option (right to buy)	\$ 32.92				12/14/2011 ⁽¹⁾	12/14/2020	Common Stock	9,250	
Employee Stock Option (right to buy)	\$ 37.76				06/01/2012 ⁽¹⁾	06/01/2021	Common Stock	9,250	
Employee Stock Option (right to buy)	\$ 53.34				12/08/2012 ⁽¹⁾	12/08/2021	Common Stock	9,250	
Employee Stock Option	\$ 51.17				06/01/2013 ⁽¹⁾	06/01/2022	Common Stock	9,250	

(right to buy)

Employee

Stock

Option \$ 55.72

12/13/2013⁽¹⁾ 12/13/2022 Common Stock 9,25

(right to buy)

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HEFFES BRETT D 605 HIGHWAY 169 N SUITE 400 MINNEAPOLIS, MN 55441			President	

Signatures

Brett D. Heffes 05/13/2013

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) 25% per year for four years.
- (2) 9,501 shares sold at an average price of \$63.18, with a range of \$62.56 to \$63.54, to cover payment of exercise price of and taxes due on option exercises included on this Form 4.
- (3) 940 shares sold at an average price of \$61.93, with a range of \$61.70 to \$62.51, to cover payment of exercise price of and taxes due on option exercises included on this Form 4.
- (4) 2,760 shares sold at an average price of \$61.41, with a range of \$61.05 to \$61.50, to cover payment of exercise price of and taxes due on option exercises included on this Form 4.
- (5) 846 shares sold at an average price of \$60.43, with a range of \$59.98 to \$60.95, to cover payment of exercise price of and taxes due on option exercises included on this Form 4.
- (6) 5,953 shares sold at an average price of \$59.35, with a range of \$59.20 to \$59.89, to cover payment of exercise price of and taxes due on option exercises included on this Form 4.
- (7) 4,838 shares sold at an average price of \$60.96, with a range of \$60.85 to \$61.20, to cover payment of exercise price of and taxes due on option exercises included on this Form 4.
- (8) 18,015 option shares exercised 5/9/2013, 4,485 option shares exercised 5/10/2013 as indicated in Table I.
- (9) 2,813 option shares exercised 5/9/2013, 5,314 option shares exercised 5/10/2013 and 3,123 option shares exercised 5/13/2013 as indicated in Table I.
- (10) 2,073 option shares exercised 5/9/2013, 1,927 option shares exercised 5/10/2013 and 6,213 option shares exercised 5/13/2013 as indicated in Table I.

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.