Lombardi Brandon F.

Form 4

August 16, 2018

FORM 4

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

OMB Number:

Expires:

3235-0287 January 31,

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0.5

Check this box if no longer subject to Section 16.

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

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Form 4 or Form 5 obligations may continue. See Instruction

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

1(b).

share

(Print or Type Responses)

1. Name and Address of Reporting Person * Lombardi Brandon F.		uer Name and Ticker o ol ats Farmers Market,]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last) (First) 5455 EAST HIGH STREE 1111	(Month	e of Earliest Transaction n/Day/Year) /2018	-	Director _X Officer (give t	10%	Owner r (specify	
(Street)		mendment, Date Origin Month/Day/Year)	I	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting			
PHOENIX, AZ 85054			- I	erson	ore than One Rej	porung	
(City) (State)	(Zip) Ta	able I - Non-Derivativ	e Securities Acqui	ired, Disposed of,	or Beneficiall	y Owned	
	2. Transaction Date 2A. Deemed (Month/Day/Year) Execution Date, if any (Month/Day/Year)		ties Acquired (A) sed of (D) 4 and 5) (A) or (D) Price	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)	
Common Stock, par value 08/14/2018 \$0.001 per share		Code V Amount M 45,000	` /	5 88,581	D		
Common Stock, par value 08/14/2018 \$0.001 per		S 45,000	\$ D 24.3376	43,581 (2)	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)

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. Transactic Code (Instr. 8)	5. Number of orDerivative Securities Acquired (A) or Disposed (D) (Instr. 3, 4, and 5)	Expiration I (Month/Day	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)	\$ 6.0145	08/14/2018		M	45,00	<u>(3)</u>	07/23/2019	Common stock, par value \$0.001 per share	45,000	

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Lombardi Brandon F.

5455 EAST HIGH STREET

SUITE 111

PHOENIX, AZ 85054

Chief HR & Legal Officer

Signatures

/s/ Brandon F. 08/16/2018 Lombardi

**Signature of Reporting Date

Person

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).
- The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$24.29 to \$24.425 per share, inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- (2) Includes 30,803 shares of restricted stock and 12,778 performance share awards. Each restricted share and performance share award represents the right to receive, upon vesting, one share of common stock. 867 shares of restricted stock will vest on March 4, 2019;

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23,428 shares of restricted stock will vest annually over two years on March 3, 2019 and 2020; and the remaining 6,508 will vest over three years, with one-third vesting on March 5, 2019; one-third vesting on March 5, 2020; and the remaining one-third vesting on March 5, 2021. The performance shares will vest annually over two years on March 3, 2019 and 2020. All such vests assume continued employment through the applicable dates.

(3) All such options are presently exercisable.

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.