

Wilson Dennis J.  
Form 4  
July 15, 2010

**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

OMB  
Number: 3235-0287  
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2005  
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burden hours per  
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Wilson Dennis J.

(Last) (First) (Middle)

2285 CLARK DRIVE

(Street)

VANCOUVER, A1 V5N 3G9

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol

lululemon athletica inc. [lulu]

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

07/13/2010

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

☒ Director ☒ 10% Owner  
☒ Officer (give title below) ☐ Other (specify below)

Chief Innovation and Branding

6. Individual or Joint/Group Filing(Check  
Applicable Line)

☒ Form filed by One Reporting Person  
☐ Form filed by More than One Reporting  
Person

**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	07/13/2010		C <sup>(7)</sup>		10,000	A	<u>2</u>	10,000	D	
Common Stock	07/13/2010		C <sup>(7)</sup>		140,000	A	<u>2</u>	140,000	I	By Five Boys Investments ULC
Common Stock	07/13/2010		J <sup>(1)</sup>		140,000	D	<u>1</u>	0	I	By Five Boys Investments ULC
	07/13/2010		J <sup>(1)</sup>		140,000	A	<u>1</u>	150,000	D	

# Edgar Filing: Wilson Dennis J. - Form 4

Common  
Stock

Common  
Stock

5,164,429 I

By LIPO  
Investments  
(USA) Inc.

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. 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 An Underlying Se (Instr. 3 and 4)				
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	A N
Exchangeable shares of Lulu Canadian Holding, Inc.	<u>(2)</u>	07/13/2010		<u>J</u> <sup>(3)</sup>			140,000	<u>(4)</u>	<u>(5)</u>	Common Stock	
Exchangeable shares of Lulu Canadian Holding, Inc.	<u>(2)</u>	07/13/2010		<u>J</u> <sup>(6)</sup>		140,000		<u>(4)</u>	<u>(5)</u>	Common Stock	
Exchangeable shares of Lulu Canadian Holding, Inc.	<u>(2)</u>	07/13/2010		<u>C</u> <sup>(8)</sup>			140,000	<u>(4)</u>	<u>(5)</u>	Common Stock	
Exchangeable shares of Lulu Canadian Holding, Inc.	<u>(2)</u>	07/13/2010		<u>C</u> <sup>(8)</sup>			10,000	<u>(4)</u>	<u>(5)</u>	Common Stock	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Wilson Dennis J. 2285 CLARK DRIVE	X	X	Chief Innovation and Branding	

VANCOUVER, A1 V5N 3G9

## Signatures

Dennis J. Wilson, by David Negus,  
Attorney-in-Fact

07/15/2010

\_\_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) Represents a change in the form of beneficial ownership from indirect to direct for no consideration exempt under Rule 16a-13.
- (2) 1-to-1 exchange ratio.
- (3) Represents the transfer of exchangeable shares of Lulu Canadian Holding, Inc. to an entity controlled by the reporting individual.
- (4) Immediately exchangeable for shares of lululemon common stock on a 1-to-1 basis.
- (5) No expiration date.
- (6) Represents a change in the form of beneficial ownership from direct to indirect for no consideration exempt under Rule 16a-13.
- (7) Shares obtained on conversion of exchangeable shares of Lulu Canadian Holding, Inc. for shares of lululemon athletica inc. for no consideration, exempt under rule 16b-6b.
- (8) Shares surrendered on conversion of exchangeable shares of Lulu Canadian Holding, Inc. for shares of lululemon athletica inc. for no consideration, exempt under Rule 16b-6b.

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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