

Plank Kevin A  
Form 4  
May 03, 2012

# FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
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 \*  
Plank Kevin A

2. Issuer Name and Ticker or Trading Symbol  
Under Armour, Inc. [UA]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

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

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

1020 HULL STREET

05/01/2012

President and CEO

(Street)

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

BALTIMORE, MD 21230

(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)
Class A Common Stock	05/02/2012		C	1,376 <sup>(1)</sup>	A <u>(2)</u> 1,376	I	By KD Plank #2 LLC
Class A Common Stock	05/02/2012		S	1,376 <sup>(1)</sup>	D \$ 100.56 <u>(3)</u> 0	I	By KD Plank #2 LLC
Class A Common Stock	05/02/2012		C	454 <sup>(1)</sup>	A <u>(2)</u> 454	I	By KD Plank #2 LLC
Class A Common	05/02/2012		S	454 <sup>(1)</sup>	D \$ 101.28 0	I	By KD Plank #2

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Stock					<sup>(4)</sup>			LLC
Class A Common Stock	05/03/2012	C	<u>1,026</u> <sup>(1)</sup>	A	<u>(2)</u>	1,026	I	By KD Plank #2 LLC
Class A Common Stock	05/03/2012	C	<u>1,217</u> <sup>(1)</sup>	A	<u>(2)</u>	2,243	I	By KD Plank #2 LLC
Class A Common Stock	05/03/2012	C	257 <u>(1)</u>	A	<u>(2)</u>	2,500	I	By KD Plank #2 LLC
Class A Common Stock	05/03/2012	S	<u>1,026</u> <sup>(1)</sup>	D	\$ <u>99.52</u> <sup>(5)</sup>	1,474	I	By KD Plank #2 LLC
Class A Common Stock	05/03/2012	S	<u>1,217</u> <sup>(1)</sup>	D	\$ <u>100.51</u> <sup>(6)</sup>	257	I	By KD Plank #2 LLC
Class A Common Stock	05/03/2012	S	257 <u>(1)</u>	D	\$ <u>101.27</u> <sup>(7)</sup>	0	I	By KD Plank #2 LLC
Class A Common Stock	05/01/2012	C	160 <u>(1)</u>	A	<u>(2)</u>	160	I	By KD Plank LLC
Class A Common Stock	05/01/2012	C	780 <u>(1)</u>	A	<u>(2)</u>	940	I	By KD Plank LLC
Class A Common Stock	05/01/2012	C	<u>1,560</u> <sup>(1)</sup>	A	<u>(2)</u>	2,500	I	By KD Plank LLC
Class A Common Stock	05/01/2012	S	160 <u>(1)</u>	D	\$ <u>97.15</u> <sup>(8)</sup>	2,340	I	By KD Plank LLC
Class A Common Stock	05/01/2012	S	780 <u>(1)</u>	D	\$ <u>98.17</u> <sup>(9)</sup>	1,560	I	By KD Plank LLC
Class A Common Stock	05/01/2012	S	<u>1,560</u> <sup>(1)</sup>	D	\$ <u>98.84</u> <sup>(10)</sup>	0	I	By KD Plank LLC
Class A Common Stock	05/02/2012	C	380 <u>(1)</u>	A	<u>(2)</u>	380	I	By KD Plank LLC
Class A Common Stock	05/02/2012	S	380 <u>(1)</u>	D	\$ <u>98.43</u> <sup>(11)</sup>	0	I	By KD Plank LLC

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Class A Common Stock	05/02/2012	C	290 <sup>(1)</sup>	A	<u>(2)</u>	290	I	By KD Plank LLC
Class A Common Stock	05/02/2012	S	290 <sup>(1)</sup>	D	<u>\$ 99.05</u> <u>(12)</u>	0	I	By KD Plank LLC
Class A Common Stock	05/02/2012	C	<u>1,376</u> <u>(1)</u>	A	<u>(2)</u>	1,376	I	By KD Plank LLC
Class A Common Stock	05/02/2012	S	<u>1,376</u> <u>(1)</u>	D	<u>\$</u> <u>100.56</u> <u>(3)</u>	0	I	By KD Plank LLC
Class A Common Stock	05/02/2012	C	454 <sup>(1)</sup>	A	<u>(2)</u>	454	I	By KD Plank LLC
Class A Common Stock	05/02/2012	S	454 <sup>(1)</sup>	D	<u>\$</u> <u>101.28</u> <u>(4)</u>	0	I	By KD Plank LLC
Class A Common Stock	05/03/2012	C	<u>1,026</u> <u>(1)</u>	A	<u>(2)</u>	1,026	I	By KD Plank LLC
Class A Common Stock	05/03/2012	C	<u>1,217</u> <u>(1)</u>	A	<u>(2)</u>	2,243	I	By KD Plank LLC
Class A Common Stock	05/03/2012	C	257 <sup>(1)</sup>	A	<u>(2)</u>	2,500	I	By KD Plank LLC
Class A Common Stock	05/03/2012	S	<u>1,026</u> <u>(1)</u>	D	<u>\$ 99.52</u> <u>(5)</u>	1,474	I	By KD Plank LLC
Class A Common Stock	05/03/2012	S	<u>1,217</u> <u>(1)</u>	D	<u>\$</u> <u>100.51</u> <u>(6)</u>	257	I	By KD Plank LLC
Class A Common Stock	05/03/2012	S	257 <sup>(1)</sup>	D	<u>\$</u> <u>101.27</u> <u>(7)</u>	0	I	By KD Plank LLC

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)

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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 Securities (Instr. 3 and 4)	8. P Deriv Secur (Ins	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Class B Common Stock	(13)	05/01/2012		C	2,560 (1)	(13)	(13)	Class A Common Stock	2,560
Class B Common Stock	(13)	05/01/2012		C	12,480 (1)	(13)	(13)	Class A Common Stock	12,480
Class B Common Stock	(13)	05/01/2012		C	24,960 (1)	(13)	(13)	Class A Common Stock	24,960
Class B Common Stock	(13)	05/02/2012		C	6,080 (1)	(13)	(13)	Class A Common Stock	6,080
Class B Common Stock	(13)	05/02/2012		C	4,640 (1)	(13)	(13)	Class A Common Stock	4,640
Class B Common Stock	(13)	05/02/2012		C	22,013 (1)	(13)	(13)	Class A Common Stock	22,013
Class B Common Stock	(13)	05/02/2012		C	7,267 (1)	(13)	(13)	Class A Common Stock	7,267
Class B Common Stock	(13)	05/03/2012		C	16,421 (1)	(13)	(13)	Class A Common Stock	16,421
Class B Common Stock	(13)	05/03/2012		C	19,473 (1)	(13)	(13)	Class A Common Stock	19,473
Class B Common Stock	(13)	05/03/2012		C	4,106 (1)	(13)	(13)	Class A Common Stock	4,106
Class B Common Stock	(13)	05/01/2012		C	160 (1)	(13)	(13)	Class A Common Stock	160
Class B Common Stock	(13)	05/01/2012		C	780 (1)	(13)	(13)	Class A Common Stock	780

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Common Stock								Common Stock	
Class B Common Stock	(13)	05/01/2012	C	1,560 <u>(1)</u>	(13)	(13)		Class A Common Stock	1,560
Class B Common Stock	(13)	05/02/2012	C	380 <u>(1)</u>	(13)	(13)		Class A Common Stock	380
Class B Common Stock	(13)	05/02/2012	C	290 <u>(1)</u>	(13)	(13)		Class A Common Stock	290
Class B Common Stock	(13)	05/02/2012	C	1,376 <u>(1)</u>	(13)	(13)		Class A Common Stock	1,376
Class B Common Stock	(13)	05/02/2012	C	454 <u>(1)</u>	(13)	(13)		Class A Common Stock	454
Class B Common Stock	(13)	05/03/2012	C	1,026 <u>(1)</u>	(13)	(13)		Class A Common Stock	1,026
Class B Common Stock	(13)	05/03/2012	C	1,217 <u>(1)</u>	(13)	(13)		Class A Common Stock	1,217
Class B Common Stock	(13)	05/03/2012	C	257 <u>(1)</u>	(13)	(13)		Class A Common Stock	257
Class B Common Stock	(13)	05/01/2012	C	160 <u>(1)</u>	(13)	(13)		Class A Common Stock	160
Class B Common Stock	(13)	05/01/2012	C	780 <u>(1)</u>	(13)	(13)		Class A Common Stock	780
Class B Common Stock	(13)	05/01/2012	C	1,560 <u>(1)</u>	(13)	(13)		Class A Common Stock	1,560
Class B Common Stock	(13)	05/02/2012	C	380 <u>(1)</u>	(13)	(13)		Class A Common Stock	380
Class B Common Stock	(13)	05/02/2012	C	290 <u>(1)</u>	(13)	(13)		Class A Common Stock	290
Class B Common Stock	(13)	05/02/2012	C	1,376 <u>(1)</u>	(13)	(13)		Class A Common Stock	1,376

Class B Common Stock	(13)	05/02/2012	C	454 <sup>(1)</sup>	(13)	(13)	Class A Common Stock	454
Class B Common Stock	(13)	05/03/2012	C	1,026 <sup>(1)</sup>	(13)	(13)	Class A Common Stock	1,026
Class B Common Stock	(13)	05/03/2012	C	1,217 <sup>(1)</sup>	(13)	(13)	Class A Common Stock	1,217
Class B Common Stock	(13)	05/03/2012	C	257 <sup>(1)</sup>	(13)	(13)	Class A Common Stock	257

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Plank Kevin A 1020 HULL STREET BALTIMORE, MD 21230	X	X	President and CEO	

## Signatures

By: /s/ John P. Stanton, Attorney in Fact For: Kevin A.  
Plank 05/03/2012

\_\_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) Shares sold pursuant to a 10b5-1 trading plan.
  - (2) Shares of Class B Common Stock automatically convert to Shares of Class A Common Stock effective immediately upon the sale of the Class B shares by the reporting person.  
This transaction was executed in multiple trades at prices ranging from \$99.98 to \$100.96. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.
  - (3) This transaction was executed in multiple trades at prices ranging from \$100.98 to \$101.71. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.
  - (4) This transaction was executed in multiple trades at prices ranging from \$99.07 to \$100.06. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.
  - (5) This transaction was executed in multiple trades at prices ranging from \$100.07 to \$101.06. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.
  - (6) This transaction was executed in multiple trades at prices ranging from \$101.07 to \$101.77. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.
  - (7) This transaction was executed in multiple trades at prices ranging from \$101.07 to \$101.77. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

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- (8) This transaction was executed in multiple trades at prices ranging from \$96.51 to \$97.50. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.
- (9) This transaction was executed in multiple trades at prices ranging from \$97.51 to \$98.50. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.
- (10) This transaction was executed in multiple trades at prices ranging from \$98.51 to \$99.36. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.
- (11) This transaction was executed in multiple trades at prices ranging from \$97.84 to \$98.83. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.
- (12) This transaction was executed in multiple trades at prices ranging from \$98.84 to \$99.43. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.
- (13) Class B Common Stock is convertible at any time at the option of the reporting person into shares of Class A Common Stock on a one-for-one basis, and has no expiration date.

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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