

Wilson Dennis J.  
Form 4  
March 12, 2012

**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

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(Print or Type Responses)

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

2. Issuer Name **and** Ticker or Trading  
Symbol  
lululemon athletica inc. [lulu]

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

(Last) (First) (Middle)  
400 - 1818 CORNWALL AVENUE  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/08/2012

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

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

VANCOUVER, A1 V6J 1C7

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired (A)<br>or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------|
| Common<br>Stock                       | 03/08/2012                              |                                                             | C <sup>(1)</sup>                     | 51,000 A                                                                | 51,401                                                                                                             | D                                                                       |                                                                   |
| Common<br>Stock                       | 03/08/2012                              |                                                             | S <sup>(3)</sup>                     | 51,000 D                                                                | \$<br>71.1324<br>(4)                                                                                               | 401                                                                     | D                                                                 |
| Common<br>Stock                       | 03/09/2012                              |                                                             | C <sup>(1)</sup>                     | 49,000 A                                                                | 49,401                                                                                                             | D                                                                       |                                                                   |
| Common<br>Stock                       | 03/09/2012                              |                                                             | S <sup>(3)</sup>                     | 49,000 D                                                                | \$<br>71.6457<br>(5)                                                                                               | 401                                                                     | D                                                                 |
| Common                                |                                         |                                                             |                                      |                                                                         | 10,328,858                                                                                                         | I                                                                       | By LIPO                                                           |

# Edgar Filing: Wilson Dennis J. - Form 4

Stock

Investments  
(USA) Inc.

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<br>Derivative<br>Security<br>(Instr. 3)          | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |     | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |                    |                 |                                     |
|--------------------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|--------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|-----|---------------------------------------------------------------------|--------------------|-----------------|-------------------------------------|
|                                                              |                                                                    |                                         |                                                             | Code                                 | V                                                                                                            | (A)                                                            | (D) | Date<br>Exercisable                                                 | Expiration<br>Date | Title           | Amount<br>or<br>Number<br>of Shares |
| Exchangeable<br>shares of Lulu<br>Canadian<br>Holdings, Inc. | (2)                                                                | 03/08/2012                              |                                                             | C(6)                                 |                                                                                                              | 51,000                                                         |     | (7)                                                                 | (8)                | Common<br>Stock | 51,000                              |
| Exchangeable<br>shares of Lulu<br>Canadian<br>Holdings, Inc. | (2)                                                                | 03/09/2012                              |                                                             | C(6)                                 |                                                                                                              | 49,000                                                         |     | (7)                                                                 | (8)                | Common<br>Stock | 49,000                              |

## Reporting Owners

| Reporting Owner Name / Address                                          | Relationships |              |         |       |
|-------------------------------------------------------------------------|---------------|--------------|---------|-------|
|                                                                         | Director      | 10%<br>Owner | Officer | Other |
| Wilson Dennis J.<br>400 - 1818 CORNWALL AVENUE<br>VANCOUVER, A1 V6J 1C7 | X             | X            |         |       |

## Signatures

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

03/12/2012

\*\*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 obtained on conversion of exchangeable shares of Lulu Canadian Holding, Inc. for shares of lululemon athletica inc. for no consideration, exempt under 16b-6b.
- (2) 1 to 1 exchange ratio.
- (3) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on June 14, 2010.  
Represents a weighted-average price. These shares were sold in multiple transactions at prices ranging from \$71.00 to \$71.50, inclusive.
- (4) For all transactions reported in this Form 4 utilizing a weighted-average price, the reporting person will provide to the issuer, any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.  
Represents a weighted-average price. These shares were sold in multiple transactions at prices ranging from \$71.50 to \$71.89, inclusive.
- (5) For all transactions reported in this Form 4 utilizing a weighted-average price, the reporting person will provide to the issuer, any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.
- (6) 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.
- (7) Immediately exchangeable for shares of lululemon common stock on a 1-to-1 ratio.
- (8) 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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