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WORKIVA Form 4 January 09, 2											
FORM 4UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549Check this box if no longer subject to Section 16. Form 4 or Form 5 							Number: 3235-020 Number: January 3 Expires: 200 Estimated average burden hours per response 0				
1. Name and A Howell Jose	address of Reporting eph H.	5	Symbol	Name and		Fradin	Ig	5. Relationship of Issuer			
(Last) (First) (Middle) 3. I (Method (Method (3. Date of Earliest Transaction (Month/Day/Year) 01/05/2017					(Check all applicable) <u></u> Director 10% Owner <u></u> Officer (give title 0ther (specify below) Executive VP			
AMES, IA S	(Street) 50010			ndment, Da nth/Day/Year)	-			6. Individual or Jo Applicable Line) _X_ Form filed by O Form filed by M Person	ne Reporting Per	rson	
(City)	(State)	(Zip)	Tabl	e I - Non-D	erivative S	Securi	ties Acq	uired, Disposed of,	or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deeme Execution any (Month/Da	Date, if	3. Transactio Code (Instr. 8) Code V	(Instr. 3, 4	posed	of (D)	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	01/05/2017			C		A	\$ 0	24,000	Ι	By living trust	
Class A Common Stock	01/05/2017			S <u>(1)</u>	22,108	D	\$ 14.01 (2)	1,892	I	By living trust	
Class A Common Stock								44,400	Ι	By daughter	
Class A Common								15,581	D		

Stock

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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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. Transacti Code (Instr. 8)	orDeriv Secu Acqu or Di (D)	rities hired (A) isposed of r. 3, 4,	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount Underlying Securitie (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amou Numb Shares
Class B Common Stock (3)	<u>(3)</u>	01/05/2017		C		24,000	<u>(3)</u>	(3)	Class A Common Stock	24,0
Employee Stock Option to Purchase Class A Common Stock (4)	\$ 14.74						02/01/2017 <u>(5)</u>	02/01/2026	Class A Common Stock	4,5
Employee Stock Option to Purchase Class A Common Stock <u>(6)</u>	\$ 15.83						08/12/2015 <u>(7)</u>	08/11/2024	Class A Common Stock	178,

Reporting Owners

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
Howell Joseph H. 2900 UNIVERSITY BOULEVARD			Executive VP					
AMES, IA 50010								

Signatures

/s/ Troy M. Calkins as attorney-in-fact for Joseph H. Howell

01/09/2017

Date

<u>**</u>Signature of Reporting 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).
- (1) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on August 31, 2015.

The price reported in Column 4 is a weighted-average price. The prices actually received range from \$14.00 to \$14.05. For all

(2) transactions reported in this Form 4 utilizing a weighted-average price, the reporting person undertakes to provide upon request by the SEC staff, the issuer, or a security holder of the issuer, full information regarding the number of shares sold at each separate price within the range.

Each share of Class B Common Stock is convertible, at any time at the election of the holder, into one share of Class A Common Stock. In addition, each share of Class B Common Stock will convert automatically into one share of Class A Common Stock upon (i) the date

- (3) specified by the holders of at least 66 2/3% of the outstanding shares of Class B Common Stock, (ii) any transfer, except for certain "qualified transfers" (as defined in the Issuer's Certificate of Incorporation) or (iii) upon the death of a natural person holding shares of Class B Common Stock (subject to certain exceptions as defined in the Issuer's Certificate of Incorporation).
- (4) Granted pursuant to the 2014 Equity Incentive Plan.
- (5) Vests in three equal annual installments commencing on the first anniversary of the grant date.
- (6) Granted pursuant to 2009 Unit Incentive Plan.
- (7) Vests as to 25% of the shares on the first anniversary of the grant date and as to 6.25% of the shares at the end of each three-month period thereafter.

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.