

CROATTI CYNTHIA
Form 4
April 18, 2011

FORM 4

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

OMB APPROVAL

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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 *
CROATTI RONALD D

(Last) (First) (Middle)

C/O UNIFIRST CORPORATION, 68 JONSPIN ROAD

(Street)

WILMINGTON, MA 01887

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
UNIFIRST CORP [UNF]

3. Date of Earliest Transaction (Month/Day/Year)
04/14/2011

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)
President and CEO

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | | (A) or (D) | Price | | |
| Common Stock | 04/14/2011 | | S | 600 ⁽¹⁾ D | \$ 51.42 136,400 ⁽²⁾ | I | By Trust |
| Common Stock | 04/14/2011 | | S | 400 ⁽¹⁾ D | \$ 51.3901 136,000 ⁽²⁾ | I | By Trust |
| Common Stock | 04/14/2011 | | S | 700 ⁽¹⁾ D | \$ 51.405 135,300 ⁽²⁾ | I | By Trust |
| Common Stock | 04/14/2011 | | S | 300 ⁽¹⁾ D | \$ 51.3801 135,000 ⁽²⁾ | I | By Trust |
| Common Stock | 04/14/2011 | | S | 1,000 ⁽¹⁾ D | \$ 51.3803 134,000 ⁽²⁾ | I | By Trust |

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| | | | | | | | | |
|--------------|------------|---|------------------|---|------------|--------------------|---|----------|
| Common Stock | 04/14/2011 | S | 200 <u>(1)</u> | D | \$ 51.4 | 133,800 <u>(2)</u> | I | By Trust |
| Common Stock | 04/14/2011 | S | 800 <u>(1)</u> | D | \$ 51.38 | 133,000 <u>(2)</u> | I | By Trust |
| Common Stock | 04/14/2011 | S | 1,000 <u>(1)</u> | D | \$ 51.82 | 132,000 <u>(2)</u> | I | By Trust |
| Common Stock | 04/14/2011 | S | 300 <u>(1)</u> | D | \$ 51.91 | 131,700 <u>(2)</u> | I | By Trust |
| Common Stock | 04/14/2011 | S | 400 <u>(1)</u> | D | \$ 51.9 | 131,300 <u>(2)</u> | I | By Trust |
| Common Stock | 04/14/2011 | S | 300 <u>(1)</u> | D | \$ 51.9001 | 131,000 <u>(2)</u> | I | By Trust |
| Common Stock | 04/14/2011 | S | 700 <u>(1)</u> | D | \$ 51.965 | 130,300 <u>(2)</u> | I | By Trust |
| Common Stock | 04/14/2011 | S | 300 <u>(1)</u> | D | \$ 51.9301 | 130,000 <u>(2)</u> | I | By Trust |
| Common Stock | 04/14/2011 | S | 1,000 <u>(1)</u> | D | \$ 51.9703 | 129,000 <u>(2)</u> | I | By Trust |
| Common Stock | 04/14/2011 | S | 400 <u>(1)</u> | D | \$ 52.04 | 128,600 <u>(2)</u> | I | By Trust |
| Common Stock | 04/14/2011 | S | 600 <u>(1)</u> | D | \$ 51.96 | 128,000 <u>(2)</u> | I | By Trust |
| Common Stock | 04/14/2011 | S | 247 <u>(1)</u> | D | \$ 51.97 | 127,753 <u>(2)</u> | I | By Trust |
| Common Stock | 04/14/2011 | S | 753 <u>(1)</u> | D | \$ 51.9001 | 127,000 <u>(2)</u> | I | By Trust |
| Common Stock | 04/15/2011 | S | 400 <u>(1)</u> | D | \$ 52.08 | 126,600 <u>(2)</u> | I | By Trust |
| Common Stock | 04/15/2011 | S | 600 <u>(1)</u> | D | \$ 52.04 | 126,000 <u>(2)</u> | I | By Trust |
| Common Stock | 04/15/2011 | S | 100 <u>(1)</u> | D | \$ 52.042 | 125,900 <u>(2)</u> | I | By Trust |
| Common Stock | 04/15/2011 | S | 900 <u>(1)</u> | D | \$ 52.04 | 125,000 <u>(2)</u> | I | By Trust |
| Common Stock | 04/15/2011 | S | 5 <u>(1)</u> | D | \$ 52.08 | 124,995 <u>(2)</u> | I | By Trust |
| Common Stock | 04/15/2011 | S | 3 <u>(1)</u> | D | \$ 52.05 | 124,992 <u>(2)</u> | I | By Trust |
| Common Stock | 04/15/2011 | S | 200 <u>(1)</u> | D | \$ 52.03 | 124,792 <u>(2)</u> | I | By Trust |
| | 04/15/2011 | S | 792 <u>(1)</u> | D | \$ 52 | 124,000 <u>(2)</u> | I | By Trust |

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| | | | | | | | | | |
|----------------------|------------|--|---|-----------------------------|---|----------|------------------------|---|----------|
| Common Stock | | | | | | | | | |
| Common Stock | 04/15/2011 | | S | <u>1,000</u> ⁽¹⁾ | D | \$ 51.95 | 123,000 ⁽²⁾ | I | By Trust |
| Common Stock | 04/15/2011 | | S | <u>1,000</u> ⁽¹⁾ | D | \$ 51.94 | 122,000 ⁽²⁾ | I | By Trust |
| Class B Common Stock | | | | | | | 4,374 ⁽²⁾ | I | By Trust |
| Class B Common Stock | | | | | | | 132,792 ⁽³⁾ | I | By Trust |

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 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. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|----------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| CROATTI RONALD D C/O UNIFIRST CORPORATION 68 JONSPIN ROAD WILMINGTON, MA 01887 | X | X | President and CEO | |
| | X | X | Executive VP and Treasurer | |

CROATTI CYNTHIA
C/O UNIFIRST CORPORATION
68 JONSPIN ROAD
WILMINGTON, MA 01887

Signatures

/s/ David Whitman,
Attorney-in-Fact

04/18/2011

__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 shares sold by The Marie Croatti QTIP Trust pursuant to a Rule 10b5-1 sales plan. Ronald D. Croatti and Cynthia Croatti are trustees of The Marie Croatti QTIP Trust. Ronald D. Croatti and Cynthia Croatti disclaim beneficial ownership of these reported securities, except to the extent of each individual's pecuniary interest therein, and this report shall not be deemed an admission that either of such individuals is the beneficial owner of these securities for purposes of Section 16 or any other purpose.

(2) Represents shares owned directly by The Marie Croatti QTIP Trust. Ronald D. Croatti and Cynthia Croatti are trustees of The Marie Croatti QTIP Trust. Ronald D. Croatti and Cynthia Croatti disclaim beneficial ownership of these reported securities, except to the extent of each individual's pecuniary interest therein, and this report shall not be deemed an admission that either of such individuals is the beneficial owner of these securities for purposes of Section 16 or any other purpose.

(3) Ronald D. Croatti is a trustee of certain trusts, which as of the date of filing this report, each directly owns a portion of these reported securities. Ronald D. Croatti disclaims beneficial ownership of these reported securities, except to the extent of his pecuniary interest therein, and this report shall not be deemed an admission that he is the beneficial owner of the securities for purposes of Section 16 or any other purpose.

Remarks:

Form 4 (1 of 2)

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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