

Under Armour, Inc.
Form 4
October 31, 2013

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 *
Plank Kevin A

(Last) (First) (Middle)
1020 HULL STREET
(Street)

BALTIMORE, MD 21230

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)
10/29/2013

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, CEO, and Chairman

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)	(A) or (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	10/29/2013		C(2)	67,996	A	\$ 0 68,196	D	
Class A Common Stock	10/29/2013		C(2)	4,250	A	\$ 0 4,250	I	By KD Plank LLC
Class A Common Stock	10/29/2013		C(2)	4,250	A	\$ 0 4,250	I	KD Plank #2 LLC
Class A Common	10/29/2013		C(2)	20,004	A	\$ 0 88,200	D	

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Stock								
Class A Common Stock	10/29/2013	<u>C⁽²⁾</u>	1,250	A	\$ 0	5,500	I	By KD Plank LLC
Class A Common Stock	10/29/2013	<u>C⁽²⁾</u>	1,250	A	\$ 0	5,500	I	KD Plank #2 LLC
Class A Common Stock	10/29/2013	<u>S⁽³⁾</u>	67,996 <u>(4)</u>	D	\$ 80.25	20,204	D	
Class A Common Stock	10/29/2013	<u>S⁽³⁾</u>	4,250 <u>(4)</u>	D	\$ 80.25	1,250	I	By KD Plank LLC
Class A Common Stock	10/29/2013	<u>S⁽³⁾</u>	4,250 <u>(4)</u>	D	\$ 80.25	1,250	I	KD Plank #2 LLC
Class A Common Stock	10/29/2013	<u>S⁽³⁾</u>	20,004 <u>(5)</u>	D	\$ 80.84	200	D	
Class A Common Stock	10/29/2013	<u>S⁽³⁾</u>	1,250 <u>(5)</u>	D	\$ 80.84	0	I	By KD Plank LLC
Class A Common Stock	10/29/2013	<u>S⁽³⁾</u>	1,250 <u>(5)</u>	D	\$ 80.84	0	I	KD Plank #2 LLC
Class A Common Stock	10/30/2013	<u>C⁽²⁾</u>	87,760	A	\$ 0	87,960	D	
Class A Common Stock	10/30/2013	<u>C⁽²⁾</u>	5,485	A	\$ 0	5,485	I	By KD Plank LLC
Class A Common Stock	10/30/2013	<u>C⁽²⁾</u>	5,485	A	\$ 0	5,485	I	KD Plank #2 LLC
Class A Common Stock	10/30/2013	<u>C⁽²⁾</u>	240	A	\$ 0	88,200	D	
Class A Common Stock	10/30/2013	<u>C⁽²⁾</u>	15	A	\$ 0	5,500	I	By KD Plank LLC
Class A Common Stock	10/30/2013	<u>C⁽²⁾</u>	15	A	\$ 0	5,500	I	KD Plank #2 LLC

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Class A Common Stock	10/30/2013	S ⁽³⁾	87,760 (6)	D	\$ 81.37	440	D	
Class A Common Stock	10/30/2013	S ⁽³⁾	5,485 (6)	D	\$ 81.37	15	I	By KD Plank LLC
Class A Common Stock	10/30/2013	S ⁽³⁾	5,485 (6)	D	\$ 81.37	15	I	KD Plank #2 LLC
Class A Common Stock	10/30/2013	S ⁽³⁾	240 (7)	D	\$ 81.86	200	D	
Class A Common Stock	10/30/2013	S ⁽³⁾	15 (7)	D	\$ 81.86	0	I	By KD Plank LLC
Class A Common Stock	10/30/2013	S ⁽³⁾	15 (7)	D	\$ 81.86	0	I	KD Plank #2 LLC

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. 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)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Class B Common Stock	(1)					(1)	(1)	Class A Common Stock	1,636,365
Class B Common Stock	(1)	10/29/2013		C	67,996	(1)	(1)	Class A Common Stock	67,996
Class B Common Stock	(1)	10/29/2013		C	4,250	(1)	(1)	Class A Common Stock	4,250

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Class B Common Stock	(1)	10/29/2013	C	4,250	(1)	(1)	Class A Common Stock	4,250
Class B Common Stock	(1)	10/29/2013	C	20,004	(1)	(1)	Class A Common Stock	20,004
Class B Common Stock	(1)	10/29/2013	C	1,250	(1)	(1)	Class A Common Stock	1,250
Class B Common Stock	(1)	10/29/2013	C	1,250	(1)	(1)	Class A Common Stock	1,250
Class B Common Stock	(1)	10/30/2013	C	87,760	(1)	(1)	Class A Common Stock	87,760
Class B Common Stock	(1)	10/30/2013	C	5,485	(1)	(1)	Class A Common Stock	5,485
Class B Common Stock	(1)	10/30/2013	C	5,485	(1)	(1)	Class A Common Stock	5,485
Class B Common Stock	(1)	10/30/2013	C	240	(1)	(1)	Class A Common Stock	240
Class B Common Stock	(1)	10/30/2013	C	15	(1)	(1)	Class A Common Stock	15
Class B Common Stock	(1)	10/30/2013	C	15	(1)	(1)	Class A Common Stock	15

Reporting Owners

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

Signatures

/s/ John P. Stanton, Attorney in Fact for Kevin A.
Plank

10/31/2013

__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) 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.

(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.

(3) Shares sold pursuant to a 10b5-1 trading plan.

(4) This transaction was executed in multiple trades at prices ranging from \$79.69 to \$80.68. The price reported above reflects the weighted average purchase 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 \$80.69 to \$81.44. The price reported above reflects the weighted average purchase 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 \$80.85 to \$81.84. 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 \$81.85 to \$81.87. 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.

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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