

Plank J Scott  
Form 4  
May 08, 2012

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 J Scott

(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)  
05/04/2012

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)  
EVP of Business Development

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V   | Amount (A) or (D) Price   |  |                                   |
| Class A Common Stock            | 05/04/2012                           |  | S                              |   | 8,000 (1) D 96.22 (2)   | D  |                                   |
| Class A Common Stock            | 05/04/2012                           |  | S                              |   | 923 (1) D \$ 97 (3)   | D  |                                   |
| Class A Common Stock            | 05/04/2012                           |  | S                              |   | 2,615 (1) D 98.11 (4)   | D  |                                   |
| Class A Common                  | 05/04/2012                           |  | S                              |   | 462 (1) D \$ 1,308,924 98.73  | D  |                                   |

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|                            |            |   |                     |   |                   |       |           |   |                        |
|----------------------------|------------|---|---------------------|---|-------------------|-------|-----------|---|------------------------|
| Stock                      |            |   |                     |   | <u>(5)</u>        |       |           |   |                        |
| Class A<br>Common<br>Stock | 05/07/2012 | S | 4,906<br><u>(1)</u> | D | \$<br><u>(6)</u>  | 95.99 | 1,304,018 | D |                        |
| Class A<br>Common<br>Stock | 05/07/2012 | S | 7,094<br><u>(1)</u> | D | \$<br><u>(7)</u>  | 96.72 | 1,296,924 | D |                        |
| Class A<br>Common<br>Stock | 05/08/2012 | S | 385 <u>(1)</u>      | D | \$<br><u>(8)</u>  | 90.35 | 1,296,539 | D |                        |
| Class A<br>Common<br>Stock | 05/08/2012 | S | 462 <u>(1)</u>      | D | \$<br><u>(9)</u>  | 91.77 | 1,296,077 | D |                        |
| Class A<br>Common<br>Stock | 05/08/2012 | S | 1,576<br><u>(1)</u> | D | \$<br><u>(10)</u> | 92.63 | 1,294,501 | D |                        |
| Class A<br>Common<br>Stock | 05/08/2012 | S | 77 <u>(1)</u>       | D | \$<br>94.07       |       | 1,294,424 | D |                        |
| Class A<br>Common<br>Stock | 05/04/2012 | S | 2,347<br><u>(1)</u> | D | \$<br><u>(11)</u> | 96.24 | 39,502    | I | By<br>Annuity<br>Trust |
| Class A<br>Common<br>Stock | 05/04/2012 | S | 400 <u>(1)</u>      | D | \$<br><u>(12)</u> | 97.21 | 39,102    | I | By<br>Annuity<br>Trust |
| Class A<br>Common<br>Stock | 05/04/2012 | S | 500 <u>(1)</u>      | D | \$<br><u>(13)</u> | 98.36 | 38,602    | I | By<br>Annuity<br>Trust |
| Class A<br>Common<br>Stock | 05/07/2012 | S | 2,000<br><u>(1)</u> | D | \$<br><u>(14)</u> | 96.17 | 36,602    | I | By<br>Annuity<br>Trust |
| Class A<br>Common<br>Stock | 05/07/2012 | S | 1,247<br><u>(1)</u> | D | \$<br><u>(15)</u> | 96.91 | 35,355    | I | By<br>Annuity<br>Trust |
| Class A<br>Common<br>Stock | 05/08/2012 | S | 500 <u>(1)</u>      | D | \$<br><u>(16)</u> | 90.36 | 34,855    | I | By<br>Annuity<br>Trust |
| Class A<br>Common<br>Stock | 05/08/2012 | S | 800 <u>(1)</u>      | D | \$<br><u>(17)</u> | 91.89 | 34,055    | I | By<br>Annuity<br>Trust |
| Class A<br>Common<br>Stock | 05/08/2012 | S | 1,847<br><u>(1)</u> | D | \$<br><u>(18)</u> | 92.65 | 32,208    | I | By<br>Annuity<br>Trust |

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|                            |            |   |                     |   |                            |         |   |                          |
|----------------------------|------------|---|---------------------|---|----------------------------|---------|---|--------------------------|
| Class A<br>Common<br>Stock | 05/08/2012 | S | 100 <sup>(1)</sup>  | D | \$<br>94.06<br><u>(19)</u> | 32,108  | I | By<br>Annuity<br>Trust   |
| Class A<br>Common<br>Stock | 05/04/2012 | S | 1,600<br><u>(1)</u> | D | \$<br>96.22<br><u>(2)</u>  | 485,046 | I | By JSDM<br>Family<br>LLC |
| Class A<br>Common<br>Stock | 05/04/2012 | S | 185 <u>(1)</u>      | D | \$ 97<br><u>(3)</u>        | 484,861 | I | By JSDM<br>Family<br>LLC |
| Class A<br>Common<br>Stock | 05/04/2012 | S | 523 <u>(1)</u>      | D | \$<br>98.11<br><u>(4)</u>  | 484,338 | I | By JSDM<br>Family<br>LLC |
| Class A<br>Common<br>Stock | 05/04/2012 | S | 92 <u>(1)</u>       | D | \$<br>98.73<br><u>(5)</u>  | 484,246 | I | By JSDM<br>Family<br>LLC |
| Class A<br>Common<br>Stock | 05/04/2012 | S | 981 <u>(1)</u>      | D | \$<br>95.99<br><u>(6)</u>  | 483,265 | I | By JSDM<br>Family<br>LLC |
| Class A<br>Common<br>Stock | 05/07/2012 | S | 1,419<br><u>(1)</u> | D | \$<br>96.72<br><u>(7)</u>  | 481,846 | I | By JSDM<br>Family<br>LLC |
| Class A<br>Common<br>Stock | 05/08/2012 | S | 77 <u>(1)</u>       | D | \$<br>90.35<br><u>(8)</u>  | 481,769 | I | By JSDM<br>Family<br>LLC |
| Class A<br>Common<br>Stock | 05/08/2012 | S | 92 <u>(1)</u>       | D | \$<br>91.77<br><u>(9)</u>  | 481,677 | I | By JSDM<br>Family<br>LLC |
| Class A<br>Common<br>Stock | 05/08/2012 | S | 316 <u>(1)</u>      | D | \$<br>92.63<br><u>(10)</u> | 481,361 | I | By JSDM<br>Family<br>LLC |
| Class A<br>Common<br>Stock | 05/08/2012 | S | 15 <u>(1)</u>       | D | \$<br>94.07                | 481,346 | I | By JSDM<br>Family<br>LLC |
| Class A<br>Common<br>Stock |            |   |                     |   |                            | 100,000 | I | JS DM II<br>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. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Owned Following Transaction (Instr. 6) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---|
|  |  |                                      |  | 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 |
| Plank J Scott<br>1020 HULL STREET<br>BALTIMORE, MD 21230 |               |           | EVP of Business Development |       |

## Signatures

By: /s/ John P. Stanton, Attorney in Fact For: J. Scott Plank  
 Date: 05/08/2012

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.  
 This transaction was executed in multiple trades at prices ranging from \$95.63 to \$96.62. 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.
  - (2) This transaction was executed in multiple trades at prices ranging from \$96.63 to \$97.53. 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 \$97.69 to \$98.64. 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 \$98.69 to \$98.78. 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 \$95.33 to \$96.28. 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 \$96.35 to \$97.27. 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 \$96.35 to \$97.27. 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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issuer full information regarding the number of shares and prices at which the transaction was effected.

(8) This transaction was executed in multiple trades at prices ranging from \$90.02 to \$90.81. 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 \$91.13 to \$92.10. 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 \$92.26 to \$92.97. 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 \$95.70 to \$96.62. 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 \$96.82 to \$97.80. 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) This transaction was executed in multiple trades at prices ranging from \$97.88 to \$98.81. 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.

(14) This transaction was executed in multiple trades at prices ranging from \$95.68 to \$96.67. 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.

(15) This transaction was executed in multiple trades at prices ranging from \$96.69 to \$97.17. 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.

(16) This transaction was executed in multiple trades at prices ranging from \$90.03 to \$90.81. 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.

(17) This transaction was executed in multiple trades at prices ranging from \$91.28 to \$92.24. 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.

(18) This transaction was executed in multiple trades at prices ranging from \$92.28 to \$93.04. 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.

(19) This transaction was executed in multiple trades at prices ranging from \$94.06 to \$94.07. 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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