Peake Adam
Form 3
September 15, 2011

FORM 3

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

OMB APPROVAL

OMB Number:	3235-0104
Expires:	January 31, 2005
Estimated average burden hours per response...	0.5

INITIAL STATEMENT OF 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 [*] Â Peake Adam (Last) (First) (Middle) 1020 HULL STREET (Street) BALTIMORE,Â MDÂ 21230 (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 09/06/2011	3. Issuer Name and Ticker or Trading Symbol Under Armour, Inc. [UA]	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) _____ Director _____ 10% Owner __X__ Officer _____ Other (give title below) (specify below) SVP, U.S. Sales	5. If Amendment, Date Original Filed(Month/Day/Year) 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person ___ Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1.Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Class A Common Stock	23,139.9055 [(1)]	D	Â

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

SEC 1473 (7-02)

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.

Table II - Derivative Securities Beneficially Owned (*e.g.*, puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of			

			Shares		(I) (Instr. 5)	
Employee Stock Option (Right to Buy)	Â (2)	07/30/2012	Class A Common Stock	10,000	$ 0.83	D Â
Employee Stock Option (Right to Buy)	Â (3)	03/09/2019	Class A Common Stock	22,000	$ 13.71	D Â
Employee Stock Option (Right to Buy)	Â (4)	02/20/2018	Class A Common Stock	10,000	$ 43.65	D Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Peake Adam 1020 HULL STREET BALTIMORE,Â MDÂ 21230	Â	Â	Â SVP, U.S. Sales	Â

Signatures

By: /s/ John P. Stanton, Attorney in Fact For: Adam Peake

09/15/2011

_{**}Signature of Reporting Person   Date

Explanation of Responses:

*   If the form is filed by more than one reporting person, *see* Instruction 5(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)   Includes shares purchased through the Under Armour, Inc. Employee Stock Purchase Plan.

(2)   This option originally for 30,000 shares is exercisable in five equal annual installments beginning August 1, 2003.

(3)   On March 10, 2009, the reporting person was granted an option to purchase shares of Common Stock, with vesting based on the Company achieving a certain combined operating income for 2009 and 2010. The Company achieved this vesting condition. This option originally for 30,000 options vests in two equal annual installments beginning February 15, 2011.

(4)   Exercisable in five equal annual installments begining February 22, 2009.

Â

Remarks:

ExhibitÂ List

ExhibitÂ 24Â -Â PowerÂ ofÂ Attorney

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.