

Plank Kevin A  
 Form 4  
 November 02, 2012

**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

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

3. Date of Earliest Transaction (Month/Day/Year)  
 10/31/2012

\_\_\_\_ Director  
 \_\_\_\_ Officer (give title below)  
 \_\_\_\_ 10% Owner  
 \_\_\_\_ Other (specify below)  
 President, CEO, and Chairman

BALTIMORE, MD 21230

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**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 Ownership (Instr. 4) |   |                 |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|---|-----------------|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                                      |   |                 |
| Class A Common Stock            | 10/31/2012                           |  | C <sup>(1)</sup>               |   | 73,600  | A  | \$ 0 73,800                                | D |                 |
| Class A Common Stock            | 10/31/2012                           |  | C <sup>(1)</sup>               |   | 6,400   | A  | \$ 0 80,200                                | D |                 |
| Class A Common Stock            | 10/31/2012                           |  | C <sup>(1)</sup>               |   | 4,600   | A  | \$ 0 4,600                                 | I | By KD Plank LLC |
| Class A Common                  | 10/31/2012                           |  | C <sup>(1)</sup>               |   | 4,600   | A  | \$ 0 4,600                                 | I | KD Plank #2 LLC |

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| Stock                      |            |                        |                      |   |             |        |   |                       |
|----------------------------|------------|------------------------|----------------------|---|-------------|--------|---|-----------------------|
| Class A<br>Common<br>Stock | 10/31/2012 | <u>C<sup>(1)</sup></u> | 400                  | A | \$ 0        | 5,000  | I | By KD<br>Plank<br>LLC |
| Class A<br>Common<br>Stock | 10/31/2012 | <u>C<sup>(1)</sup></u> | 400                  | A | \$ 0        | 5,000  | I | KD Plank<br>#2 LLC    |
| Class A<br>Common<br>Stock | 10/31/2012 | <u>S<sup>(3)</sup></u> | 73,600<br><u>(4)</u> | D | \$<br>52.14 | 6,600  | D |                       |
| Class A<br>Common<br>Stock | 10/31/2012 | <u>S<sup>(3)</sup></u> | 6,400<br><u>(5)</u>  | D | \$<br>52.99 | 200    | D |                       |
| Class A<br>Common<br>Stock | 10/31/2012 | <u>S<sup>(3)</sup></u> | 4,600<br><u>(4)</u>  | D | \$<br>52.14 | 400    | I | By KD<br>Plank<br>LLC |
| Class A<br>Common<br>Stock | 10/31/2012 | <u>S<sup>(3)</sup></u> | 4,600<br><u>(4)</u>  | D | \$<br>52.14 | 400    | I | KD Plank<br>#2 LLC    |
| Class A<br>Common<br>Stock | 10/31/2012 | <u>S<sup>(3)</sup></u> | 400 <u>(5)</u>       | D | \$<br>52.99 | 0      | I | By KD<br>Plank<br>LLC |
| Class A<br>Common<br>Stock | 10/31/2012 | <u>S<sup>(3)</sup></u> | 400 <u>(5)</u>       | D | \$<br>52.99 | 0      | I | KD Plank<br>#2 LLC    |
| Class A<br>Common<br>Stock | 11/01/2012 | <u>C<sup>(1)</sup></u> | 5,678                | A | \$ 0        | 5,878  | D |                       |
| Class A<br>Common<br>Stock | 11/01/2012 | <u>C<sup>(1)</sup></u> | 355                  | A | \$ 0        | 355    | I | By KD<br>Plank<br>LLC |
| Class A<br>Common<br>Stock | 11/01/2012 | <u>C<sup>(1)</sup></u> | 355                  | A | \$ 0        | 355    | I | KD Plank<br>#2 LLC    |
| Class A<br>Common<br>Stock | 11/01/2012 | <u>C<sup>(1)</sup></u> | 74,322               | A | \$ 0        | 80,200 | D |                       |
| Class A<br>Common<br>Stock | 11/01/2012 | <u>C<sup>(1)</sup></u> | 4,645                | A | \$ 0        | 5,000  | I | By KD<br>Plank<br>LLC |
| Class A<br>Common<br>Stock | 11/01/2012 | <u>C<sup>(1)</sup></u> | 4,645                | A | \$ 0        | 5,000  | I | KD Plank<br>#2 LLC    |

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|                            |            |                  |               |   |             |        |   |                       |
|----------------------------|------------|------------------|---------------|---|-------------|--------|---|-----------------------|
| Class A<br>Common<br>Stock | 11/01/2012 | S <sup>(3)</sup> | 5,678<br>(6)  | D | \$<br>52.32 | 74,522 | D |                       |
| Class A<br>Common<br>Stock | 11/01/2012 | S <sup>(3)</sup> | 355 (6)       | D | \$<br>52.32 | 4,645  | I | By KD<br>Plank<br>LLC |
| Class A<br>Common<br>Stock | 11/01/2012 | S <sup>(3)</sup> | 74,322<br>(7) | D | \$ 52.9     | 200    | D |                       |
| Class A<br>Common<br>Stock | 11/01/2012 | S <sup>(3)</sup> | 4,645<br>(7)  | D | \$ 52.9     | 0      | I | By KD<br>Plank<br>LLC |
| Class A<br>Common<br>Stock | 11/01/2012 | S <sup>(3)</sup> | 4,645<br>(7)  | D | \$ 52.9     | 355    | I | KD Plank<br>#2 LLC    |
| Class A<br>Common<br>Stock | 11/01/2012 | S <sup>(3)</sup> | 355 (6)       | D | \$<br>52.32 | 0      | I | KD Plank<br>#2 LLC    |

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

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(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. P... Deri... Sec... (Ins...) |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|---------------------------------|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                           | Amount or Number of Shares |
| Class B<br>Common<br>Stock                 | (2)  | 10/31/2012                           |  | C                              | 73,600  | (2)  | (2)   | Class A<br>Common<br>Stock      | 73,600 \$                  |
| Class B<br>Common<br>Stock                 | (2)  | 10/31/2012                           |  | C                              | 6,400   | (2)  | (2)   | Class A<br>Common<br>Stock      | 6,400 \$                   |
| Class B<br>Common                          | (2)  | 10/31/2012                           |  | C                              | 4,600   | (2)  | (2)   | Class A<br>Common               | 4,600 \$                   |

| Stock                      |     |            |   |        |     |     | Stock                      |        |    |  |
|----------------------------|-----|------------|---|--------|-----|-----|----------------------------|--------|----|--|
| Class B<br>Common<br>Stock | (2) | 10/31/2012 | C | 4,600  | (2) | (2) | Class A<br>Common<br>Stock | 4,600  | \$ |  |
| Class B<br>Common<br>Stock | (2) | 10/31/2012 | C | 400    | (2) | (2) | Class A<br>Common<br>Stock | 400    | \$ |  |
| Class B<br>Common<br>Stock | (2) | 10/31/2012 | C | 400    | (2) | (2) | Class A<br>Common<br>Stock | 400    | \$ |  |
| Class B<br>Common<br>Stock | (2) | 11/01/2012 | C | 5,678  | (2) | (2) | Class A<br>Common<br>Stock | 5,678  | \$ |  |
| Class B<br>Common<br>Stock | (2) | 11/01/2012 | C | 355    | (2) | (2) | Class A<br>Common<br>Stock | 355    | \$ |  |
| Class B<br>Common<br>Stock | (2) | 11/01/2012 | C | 355    | (2) | (2) | Class A<br>Common<br>Stock | 355    | \$ |  |
| Class B<br>Common<br>Stock | (2) | 11/01/2012 | C | 74,322 | (1) | (2) | Class A<br>Common<br>Stock | 74,322 | \$ |  |
| Class B<br>Common<br>Stock | (2) | 11/01/2012 | C | 4,645  | (2) | (2) | Class A<br>Common<br>Stock | 4,645  | \$ |  |
| Class B<br>Common<br>Stock | (2) | 11/01/2012 | C | 4,645  | (2) | (2) | Class A<br>Common<br>Stock | 4,645  | \$ |  |

## Reporting Owners

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

## Signatures

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

11/02/2012

\_\_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 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.

(2) 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.

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

(4) This transaction was executed in multiple trades at prices ranging from \$51.70 to \$52.67. 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.

(5) This transaction was executed in multiple trades at prices ranging from \$52.71 to \$53.29. 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 \$51.54 to \$52.52. 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 \$52.54 to \$53.13. 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.

### Remarks:

This form should be read with the other form 4 filed at approximately the same time.

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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