Edgar Filing: RUDMAN ROBERT H - Form 4

RUDMAN	ROBERT H										
Form 4											
March 30, 2	.011										
FORM	DITIES A	ND FY	СН	NCF CO	OMMISSION	OMB APPROVAL					
	UNITED	STATES							OMB Number:	3235-0287	
Check the		Washington, D.C. 20549								January 31,	
if no lon subject t		AENT OF	CHAN	IGES IN BENEFICIAL OWNE				ERSHIP OF	Expires: Estimated a	2005	
Section 16.				SECURITIES					burden hours per		
Form 4 Form 5			.	f(a) = f(a)	. Carrie	4. a a T		A at af 1024	response	0.5	
obligatio	ons Section 17(•	Act of 1934, 1935 or Section			
may con <i>See</i> Instr	lunue.			•	•	-	ct of 1940		L		
1(b).	luction				I.	5					
(Print or Type	Responses)										
1. Name and .	Address of Reporting	Person *	2 Issue	r Name an o	d Ticker o	r Trad	ing 5	5. Relationship of l	Reporting Pers	on(s) to	
	ROBERT H		Symbol					Issuer			
			DOLL					(Check all applicable)			
(Last)	(First) (Middle)	3. Date o	f Earliest T	ransaction			(Check	an applicable)	
500 VOLVO PARKWAY (Month/I 03/29/2			h/Day/Year)			Director	Owner				
			$\frac{2011}{t}$				_X_ Officer (give to below)	below)	a (specify		
								Chief Mer	chandising Of	ficer	
			onth/Day/Year)				6. Individual or Joint/Group Filing(Check				
Filed(Mo							Applicable Line) _X_ Form filed by One Reporting Person				
CHESAPE	AKE, VA 23320						-	Form filed by Mo Person			
(City)	(State)	(Zip)	Tab	le I - Non-I	Derivative	e Secu	rities Acqui	ired, Disposed of,	or Beneficial	ly Owned	
1.Title of	2. Transaction Date	2A. Deemed 3. 4. Securities Acquir				cquired (A)	5. Amount of	7. Nature of Indirect			
Security (Instr. 3)	(Month/Day/Year)	any	Date, II	Transaction Disposed of (D) Code (Instr. 3, 4 and 5)				Securities Beneficially	Ownership Form:	Beneficial	
		(Month/Day/Year)		· · · · · · · · · · · · · · · · · · ·				Owned			
								Following Reported	or Indirect (I)	(Instr. 4)	
						(A) or		Transaction(s)	(Instr. 4)		
				Code V	Amount		Price	(Instr. 3 and 4)			
Common				~			\$		-		
Stock	03/29/2011			S	7,043	D	55.2826 (1)	587	D		

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.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivativ Security (Instr. 3)	3. Transaction Date (Month/Day/Year)	4. Transacti Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3,	Number Expiration Dat of (Month/Day/Y Derivative Securities Acquired (A) or Disposed of (D)		7. Titl Amou Under Secur (Instr.	int of lying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owna Follo Repo Trans (Instr
		Code V	4, and 5) (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

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Reporting Owners

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
RUDMAN ROBERT H 500 VOLVO PARKWAY CHESAPEAKE, VA 23320			Chief Merchandising Officer					
Signatures								
/s/ Shawnta Totten, attorney-in-fact for Mr. Rudman			03/30/2011					
**Signature of Reporting Po	erson		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 the weighted average price for shares sold at the range between \$55.2 and \$55.46. The filer will provide full information regarding the number of shares sold at each price upon request.

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.