### Edgar Filing: GREEN JOE C - Form 4

GREEN JO Form 4 May 28, 20										
FORM	ЛД							OMB AP	PROVAL	
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549							MMISSION	OMB Number:	3235-0287	
Check this box								Expires:	January 31,	
if no lo subject Section		NGES IN BENEFICIAL OWNERSHIP				Expires: 2005 Estimated average burden hours per				
Form 4	or							response 0.5		
Form 5	Filed pu	irsuant to S	ection 16(a) of t	he Securi	ties Excha	ange A	Act of 1934,			
obligati	ons Section 17		Public Utility Ho							
may con See Inst		30(h) o	of the Investmen	t Compar	ny Act of	1940				
See Instruction 50(n) of the Investment Company Act of 1940 1(b).										
(Print or Type	Responses)									
1. Name and GREEN JC	2. Issuer Name <b>an</b> Symbol	suer Name <b>and</b> Ticker or Trading			5. Relationship of Reporting Person(s) to Issuer					
				DOG INC. [MOGA/MOGB]						
(Lost)	(First)		3. Date of Earliest 7		1		(Check	all applicable	)	
(Last)	(14150)			ransaction			X Director	10%	Owner	
			(Month/Day/Year) 05/23/2013				_X_ Director 10% Owner _X_ Officer (give title Other (specify			
220  Kive Kiviis i DKive  03/2			)5/23/2015				below) below)			
							EVP, C	CAO, Director		
			4. If Amendment, I	f Amendment, Date Original			6. Individual or Joint/Group Filing(Check			
			Filed(Month/Day/Ye	ed(Month/Day/Year)				Applicable Line)		
						_X	L Form filed by On			
BUFFALC	D, NY 14202					Pe	Form filed by Mo rson	ore than One Rep	borting	
(City)	(State)	(Zip)								
(City)	(State)	(Zip)	Table I - Non-	Derivative	Securities A	Acquir	ed, Disposed of,	or Beneficiall	y Owned	
1.Title of	2. Transaction Date				ies Acquired	d (A)	5. Amount of	6.	7. Nature of	
Security	(Month/Day/Year)			oror Dispose			Securities	Ownership	Indirect	
(Instr. 3)		any (Month/Da	Code v/Year) (Instr. 8)	(Instr. 3, 4	1  and  5)		Beneficially Owned	Form: Direct (D)	Beneficial	
		(Monul/Da	ly/Tear) (Illsu. 8)				Following	or Indirect	Ownership (Instr. 4)	
					( )		Reported	(I)	(	
					(A) or		Transaction(s)	(Instr. 4)		
			Code V	Amount		rice	(Instr. 3 and 4)			
Class A	05/02/0012				\$		0	D		
Common	05/23/2013		S	31,895		2996	0	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)

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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. Transactic Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)			7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. Price Deriva Securit (Instr.
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
SAR (1)	\$ 36.86					(2)	11/30/2020	Class A Common	6,833	
SAR (1)	\$ 41.82					(3)	11/30/2021	Class A Common	13,666	
SAR (1)	\$ 36.41					(4)	11/27/2022	Class A Common	20,500	

# **Reporting Owners**

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
GREEN JOE C 228 RIVERMIST DRIVE BUFFALO, NY 14202	Х		EVP, CAO, Director					
Signatures								

## Signatures

Timothy P. 05/28/2013 Balkin 05/28/2013 <u>\*\*Signature of Date</u> Reporting Person

## **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) Stock Appreciation Rights (SAR) granted under the 2008 Incentive Stock Option Plan.
- (2) SAR exercisable as follows: 6,834 on 11/30/11, 6,833 on 11/30/12 and 6,833 on 11/30/13.
- (3) SAR exercisable as follows: 6,834 on 11/30/12, 6,833 on 11/30/13 and 6,833 on 11/30/14.
- (4) SAR is exercisable as follows: 6,834 on 11/27/2013, 6,833 on 11/27/2014 and 6,833 on 11/27/2015.

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.