

Plank Kevin A
Form 4
August 05, 2011

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)

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

Director 10% Owner
 Officer (give title below) Other (specify below)

1020 HULL STREET

08/03/2011

President and CEO

(Street)

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

6. Individual or Joint/Group Filing (Check Applicable Line)

BALTIMORE, MD 21230

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 Ownership (Instr. 4)
			Code	V	Amount (A) or (D) Price		
Class A Common Stock	08/05/2011		C		3,222 ⁽¹⁾	A	3,322
Class A Common Stock	08/05/2011		S		3,222 ⁽¹⁾	D	\$ 65.04 ⁽³⁾
Class A Common Stock	08/05/2011		C		738 ⁽¹⁾	A	838
Class A Common	08/05/2011		S		738 ⁽¹⁾	D	\$ 66.19

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Stock

(4)

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. Amount or Number of Shares
Class B Common Stock	(5)	08/03/2011		C	4,140 (1)	(5) (5)	Class A Common Stock	4,140
Class B Common Stock	(5)	08/03/2011		C	23,220 (1)	(5) (5)	Class A Common Stock	23,220
Class B Common Stock	(5)	08/03/2011		C	14,580 (1)	(5) (5)	Class A Common Stock	14,580
Class B Common Stock	(5)	08/03/2011		C	5,670 (1)	(5) (5)	Class A Common Stock	5,670
Class B Common Stock	(5)	08/03/2011		C	90 (1)	(5) (5)	Class A Common Stock	90
Class B Common Stock	(5)	08/04/2011		C	7,650 (1)	(5) (5)	Class A Common Stock	7,650
Class B Common Stock	(5)	08/04/2011		C	14,400 (1)	(5) (5)	Class A Common Stock	14,400
Class B Common Stock	(5)	08/04/2011		C	16,200 (1)	(5) (5)	Class A Common Stock	16,200
	(5)	08/04/2011		C		(5) (5)		6,660

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Class B Common Stock				6,660 <u>(1)</u>			Class A Common Stock	
Class B Common Stock	(5)	08/04/2011	C	2,700 <u>(1)</u>	(5)	(5)	Class A Common Stock	2,700
Class B Common Stock	(5)	08/04/2011	C	90 <u>(1)</u>	(5)	(5)	Class A Common Stock	90
Class B Common Stock	(5)	08/05/2011	C	3,510 <u>(1)</u>	(5)	(5)	Class A Common Stock	3,510
Class B Common Stock	(5)	08/05/2011	C	6,570 <u>(1)</u>	(5)	(5)	Class A Common Stock	6,570
Class B Common Stock	(5)	08/05/2011	C	20,070 <u>(1)</u>	(5)	(5)	Class A Common Stock	20,070
Class B Common Stock	(5)	08/05/2011	C	8,640 <u>(1)</u>	(5)	(5)	Class A Common Stock	8,640
Class B Common Stock	(5)	08/05/2011	C	3,222 <u>(1)</u>	(5)	(5)	Class A Common Stock	3,222
Class B Common Stock	(5)	08/05/2011	C	738 <u>(1)</u>	(5)	(5)	Class A Common Stock	738
Class B Common Stock	(5)				(5)	(5)	Class A Common Stock	888,976
Class B Common Stock	(5)				(5)	(5)	Class A Common Stock	390,000
Class B Common Stock	(5)				(5)	(5)	Class A Common Stock	308,975

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Plank Kevin A 1020 HULL STREET	X	X	President and CEO	

BALTIMORE, MD 21230

Signatures

By: /s/ John P. Stanton, Attorney in Fact For: Kevin A.
Plank

08/05/2011

__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.
- (2) 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.

This transaction was executed in multiple trades at prices ranging from \$64.70 to \$65.68. 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 \$65.75 to \$66.52. 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.
- (4)

This transaction was executed in multiple trades at prices ranging from \$65.75 to \$66.52. 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.
- (5) 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.

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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