

WISCONSIN ENERGY CORP  
 Form 4  
 February 19, 2015

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
**DICKSON STEPHEN P**

2. Issuer Name and Ticker or Trading Symbol  
**WISCONSIN ENERGY CORP  
 [WEC]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
**231 WEST MICHIGAN STREET**  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
**02/17/2015**

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
**Vice President and Controller**

**MILWAUKEE,, WI 53203**

(City) (State) (Zip)

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

**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 Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V Amount (A) or (D) Price   |   |  |   |
| Common Stock                    | 02/17/2015                           |  | M                              | V 6,350 A \$ 24.92  | 72,588.836  | D  |   |
| Common Stock                    | 02/17/2015                           |  | M                              | V 5,220 A \$ 29.3475  | 77,808.836  | D  |   |
| Common Stock                    | 02/17/2015                           |  | M                              | V 10,370 A \$ 34.875  | 88,178.836  | D  |   |
| Common Stock                    | 02/17/2015                           |  | S                              | V 21,940 D \$ 51.3002 (1)   | 66,238.836  | D  |   |
| Common Stock                    | 02/17/2015                           |  | G                              | V 2,000 D \$ 0  | 64,238.836  | D  |   |

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Common Stock 5,768.135 <sup>(2)</sup> I ERSP

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

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**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) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable Expiration Date                         | Title Amount or Number of Shares                              |
| Stock Option (right to buy)                | \$ 24.92   | 02/17/2015                           |  | M                              | 6,350   | 01/04/2013 01/04/2020                                    | Common Stock 6,350  |
| Stock Option (right to buy)                | \$ 29.3475   | 02/17/2015                           |  | M                              | 5,220   | 01/03/2014 01/03/2021                                    | Common Stock 5,220  |
| Stock Option (right to buy)                | \$ 34.875  | 02/17/2015                           |  | M                              | 10,370  | 01/03/2015 01/03/2022                                    | Common Stock 10,370   |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                               |       |
|---|---------------|-----------|-------------------------------|-------|
|   | Director      | 10% Owner | Officer                       | Other |
| DICKSON STEPHEN P<br>231 WEST MICHIGAN STREET<br>MILWAUKEE,, WI 53203 |               |           | Vice President and Controller |       |

## Signatures

/s/ Joshua M. Erickson, as  
Attorney-in-Fact

02/19/2015

\_\_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).

This price is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$51.15 to \$51.54, inclusive.

- (1) The reporting person undertakes to provide to Wisconsin Energy Corporation ("WEC"), any security holder of WEC, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within such range.

- (2) Includes shares acquired under WEC's Employee Retirement Savings Plan ("ERSP") in transactions exempt from Section 16(b) pursuant to Rule 16b-3(c) and exempt from reporting pursuant to Rule 16a-3(f)(1)(i)(B). The number of shares in the ERSP attributable to any one participant varies with the price of the Common Stock. The information in this report is based on a plan statement dated as of January 31, 2015.

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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