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| STORY DE Form 4 | ENNIS B | | | | | | | | | | |
|---|---------------------------------|---------------------|---|---|--|----------|----------------------|---|--|---|--|
| May 02, 20 | 12 | | | | | | | | | | |
| FORM | ЛЛ | | | | | | | | OMB AF | PROVAL | |
| | UNITED | STATES | | | AND EX | | NGE CO | OMMISSION | OMB Number: | 3235-0287 | |
| Check this box if no longer subject to Section 16. Form 4 or | | | CHANGES IN BENEFICIAL OWN SECURITIES | | | | | ERSHIP OF | Expires: Estimated a burden hour | urs per | |
| Form 5 obligation may corn See Insta 1(b). | Filed put ons Section 170 | (a) of the l | Public U | Jtility H | | mpan | y Act of 1 | Act of 1934, 1935 or Section | response | 0.5 | |
| (Print or Type | Responses) | | | | | | | | | | |
| 1. Name and J STORY DI | Address of Reporting ENNIS B | Person [*] | Symbol | IATTAI | nd Ticker o N ASSOC | |] | 5. Relationship of l Issuer (Check | Reporting Pers | | |
| (Last) (First) (Middle) 3. Da (Mon | | | (Month/ | Date of Earliest Transaction /onth/Day/Year) 5/01/2012 | | | | Director 10% Owner Officer (give title Other (specify below) Senior Vice President & CFO | | | |
| ATLANTA | (Street) A, GA 30339 | | | endment, onth/Day/Y | Date Origin ear) | al | - | 5. Individual or Joi Applicable Line) _X_ Form filed by O Form filed by Mo Person | ne Reporting Per | rson | |
| (City) | (State) | (Zip) | Tab | ole I - Noi | 1-Derivativ | e Secu | | ired, Disposed of, | or Beneficiall | y Owned | |
| 1.Title of Security (Instr. 3)2. Transaction Date (Month/Day/Year)2A. Deemed Execution Date, i any (Month/Day/Year) | | | Date, if | ate, if Transactionor Disposed of (D) Code (Instr. 3, 4 and 5) | | | | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) | |
| Common Stock | 05/01/2012 | | | Code M | Amount1,250 | (D) A | Price \$ 30.16 | (Instr. 3 and 4) 21,493 | D | | |
| Common Stock | 05/01/2012 | | | М | 10,650 | А | \$ 25.75 | 32,143 | D | | |
| Common Stock | 05/01/2012 | | | S | 11,900 | D | \$ 50.5282 (1) | 20,243 | D | | |
| Common Stock | 05/01/2012 | | | S | 2,328 | D | \$ 50.5 | 17,915 | D | | |

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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 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. 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 |
| Employee Stock Option | \$ 30.16 | 05/01/2012 | | М | 1,250 | (2) | 01/04/2014 | Common Stock | 1,250 |
| Employee Stock Option | \$ 25.75 | 05/01/2012 | | М | 10,650 | <u>(3)</u> | 01/02/2015 | Common Stock | 10,650 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | | | | |
|--|---------------|-----------|-----------------------------|-------|--|--|--|
| FB | Director | 10% Owner | Officer | Other | | | |
| STORY DENNIS B 2300 WINDY RIDGE PARKWAY TENTH FLOOR ATLANTA, GA 30339 | | | Senior Vice President & CFO | | | | |
| <u>o'</u> . | | | | | | | |

Signatures

/s/ Monica R. Logan, as Attorney-in-Fact for Dennis B. Story

**Signature of 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).
- \$50.5282 is the weighted average sale price for the transactions reported in this line item. These transactions were consummated at prices
 (1) ranging from \$50.5000 to \$50.7300. The filing person undertakes to provide full information regarding the number of shares sold at each price upon request by the Securities and Exchange Commission, the Company or a security holder of the Company.

05/02/2012

Date

(2) The options vested 25% annually on the anniversary date of grant, which was 01/04/2007.

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(3) The options vested 25% annually on the anniversary date of grant, which was 01/02/2008.

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.