

Plank Kevin A
Form 4
May 06, 2011

FORM 4

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

OMB APPROVAL

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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

(Last) (First) (Middle)
1020 HULL STREET
(Street)

BALTIMORE, MD 21230

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
Under Armour, Inc. [UA]

3. Date of Earliest Transaction
(Month/Day/Year)
05/04/2011

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

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 Ownership (Instr. 4)
			Code	V	Amount or Price		
Class A Common Stock	05/04/2011		C		28,440 (1)	A	(2) 28,540
Class A Common Stock	05/04/2011		S		28,440 (1)	D	\$ 63.51 (3) 100
Class A Common Stock	05/04/2011		C		12,150 (1)	A	(2) 12,250
Class A Common	05/04/2011		S		12,150 (1)	D	\$ 100 64.42

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Stock					(4)		
Class A Common Stock	05/04/2011	C	<u>7,110</u> (1)	A	(2)	7,210	D
Class A Common Stock	05/04/2011	S	<u>7,110</u> (1)	D	\$ 65.15 (5)	100	D
Class A Common Stock	05/05/2011	C	<u>19,530</u> (1)	A	(2)	19,630	D
Class A Common Stock	05/05/2011	C	<u>28,080</u> (1)	A	(2)	47,710	D
Class A Common Stock	05/05/2011	C	90 (1)	A	(2)	47,800	D
Class A Common Stock	05/05/2011	S	<u>19,530</u> (1)	D	\$ 64.66 (6)	28,270	D
Class A Common Stock	05/05/2011	S	<u>28,080</u> (1)	D	\$ 65.21 (7)	190	D
Class A Common Stock	05/05/2011	S	90 (1)	D	\$ 65.97	100	D
Class A Common Stock	05/06/2011	C	<u>18,990</u> (1)	A	(2)	19,090	D
Class A Common Stock	05/06/2011	S	<u>18,990</u> (1)	D	\$ 65.5 (8)	100	D
Class A Common Stock	05/06/2011	C	<u>16,830</u> (1)	A	(2)	16,930	D
Class A Common Stock	05/06/2011	S	<u>16,830</u> (1)	D	\$ 66.32 (9)	100	D
Class A Common Stock	05/06/2011	C	<u>6,930</u> (1)	A	(2)	7,030	D
Class A Common Stock	05/06/2011	S	<u>6,930</u> (1)	D	\$ 67.01 (10)	100	D

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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.	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Class B Common Stock	(11)	05/04/2011		C	28,440 (1)	(11) (11)	(11) (11)	Class A Common Stock	28,440
Class B Common Stock	(11)	05/04/2011		C	12,150 (1)	(11) (11)	(11) (11)	Class A Common Stock	12,150
Class B Common Stock	(11)	05/04/2011		C	7,110 (1)	(11) (11)	(11) (11)	Class A Common Stock	7,110
Class B Common Stock	(11)	05/05/2011		C	19,530 (1)	(11) (11)	(11) (11)	Class A Common Stock	19,530
Class B Common Stock	(11)	05/05/2011		C	28,080 (1)	(11) (11)	(11) (11)	Class A Common Stock	28,080
Class B Common Stock	(11)	05/05/2011		C	90 (1)	(11) (11)	(11) (11)	Class A Common Stock	90
Class B Common Stock	(11)	05/06/2011		C	18,990 (1)	(11) (11)	(11) (11)	Class A Common Stock	18,990
Class B Common Stock	(11)	05/06/2011		C	16,830 (1)	(11) (11)	(11) (11)	Class A Common Stock	16,830
Class B Common Stock	(11)	05/06/2011		C	6,930 (1)	(11) (11)	(11) (11)	Class A Common Stock	6,930

Class B Common Stock	(11)	(11)	(11)	Class A Common Stock	888,976
Class B Common Stock	(11)	(11)	(11)	Class A Common Stock	390,000
Class B Common Stock	(11)	(11)	(11)	Class A Common Stock	308,975

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Plank Kevin A 1020 HULL STREET BALTIMORE, MD 21230	X	X	President and CEO	

Signatures

By: /s/ John P. Stanton, Attorney in Fact For: Kevin A. Plank 05/06/2011

__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 \$62.93 to \$63.92. 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 \$63.93 to \$64.91. 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 \$64.93 to \$65.40. 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) This transaction was executed in multiple trades at prices ranging from \$63.91 to \$64.90. 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.
- (6) This transaction was executed in multiple trades at prices ranging from \$64.91 to \$65.90. 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.
- (7) This transaction was executed in multiple trades at prices ranging from \$64.88 to \$65.87. 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.
- (8)

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- (9) This transaction was executed in multiple trades at prices ranging from \$65.88 to \$66.86. 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.
- (10) This transaction was executed in multiple trades at prices ranging from \$66.88 to \$67.18. 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.
- (11) 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.

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.