

HEFFES BRETT D
Form 4
November 30, 2018

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 *
HEFFES BRETT D

2. Issuer Name and Ticker or Trading Symbol
WINMARK CORP [WINA]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
605 HWY 169 N, SUITE 400

3. Date of Earliest Transaction (Month/Day/Year)
11/28/2018

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

(Street)

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

MINNEAPOLIS, MN 55441

(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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | Code | V | Amount (A) or (D) Price | | |
| Common Stock | 11/28/2018 | | M | | 1,344 A \$ 51.17 | 120,744 | D |
| Common Stock | 11/28/2018 | | S | | 1,344 (2) D \$ 150.61 | 119,400 | D |
| Common Stock | 11/28/2018 | | M | | 673 A \$ 59.77 | 120,073 | D |
| Common Stock | 11/28/2018 | | M | | 27 A \$ 66.29 | 120,100 | D |
| Common Stock | 11/29/2018 | | M | | 656 A \$ 51.17 | 120,756 | D |

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| | | | | | | | | |
|--------------|------------|---|--------------------|---|-----------|---------|---|--------|
| Common Stock | 11/29/2018 | S | 656 ⁽³⁾ | D | \$ 150.55 | 120,100 | D | |
| Common Stock | 11/29/2018 | M | 300 | A | \$ 66.29 | 120,400 | D | |
| Common Stock | | | | | | 1,300 | I | By Son |

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

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SEC 1474
(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) | | | |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|------------------|-----------------|--------------|
| | | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title |
| Employee Stock Option (right to buy) | \$ 51.17 | 11/28/2018 ⁽⁴⁾ | | M | 2,000 | 06/01/2013 ⁽¹⁾ | 06/01/2022 | | | Common Stock |
| Employee Stock Option (right to buy) | \$ 55.72 | | | | | 12/13/2013 ⁽¹⁾ | 12/13/2022 | | | Common Stock |
| Employee Stock Option (right to buy) | \$ 59.77 | 11/28/2018 | | M | 673 | 06/01/2014 ⁽¹⁾ | 06/01/2023 | | | Common Stock |
| Employee Stock Option (right to buy) | \$ 82.72 | | | | | 12/16/2014 ⁽¹⁾ | 12/16/2023 | | | Common Stock |

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| | | | | | | | | |
|--|-----------|---------------------------|---|-----|---------------------------|------------|--------------|--|
| buy) | | | | | | | | |
| Employee Stock Option (right to buy) | \$ 66.29 | 11/28/2018 ⁽⁵⁾ | M | 327 | 06/01/2015 ⁽¹⁾ | 06/01/2024 | Common Stock | |
| Employee Stock Option (right to buy) | \$ 80.32 | | | | 12/15/2015 ⁽¹⁾ | 12/15/2024 | Common Stock | |
| Employee Stock Option (right to buy) | \$ 91.93 | | | | 06/01/2016 ⁽¹⁾ | 06/01/2025 | Common Stock | |
| Employee Stock Option (right to buy) | \$ 90.99 | | | | 12/14/2016 ⁽¹⁾ | 12/14/2025 | Common Stock | |
| Employee Stock Option (right to buy) | \$ 98.25 | | | | 06/01/2017 ⁽¹⁾ | 06/01/2026 | Common Stock | |
| Employee Stock Option (right to buy) | \$ 125.5 | | | | 12/12/2017 ⁽¹⁾ | 12/12/2026 | Common Stock | |
| Employee Stock Option (right to buy) | \$ 122.5 | | | | 06/01/2018 ⁽¹⁾ | 06/01/2027 | Common Stock | |
| Employee Stock Option (right to buy) | \$ 134.25 | | | | 12/11/2018 ⁽¹⁾ | 12/11/2027 | Common Stock | |
| Employee Stock Option (right to buy) | \$ 143.2 | | | | 06/01/2019 ⁽¹⁾ | 06/01/2028 | Common Stock | |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| HEFFES BRETT D 605 HWY 169 N SUITE 400 MINNEAPOLIS, MN 55441 | X | | CEO | |

Signatures

/s/ Anthony D. Ishaug on behalf of Brett D.
Heffes

11/30/2018

**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) 25% per year for four years.

(2) 1,344 shares sold at an average price of \$150.61, with a range of \$150.50 to \$151.00, to cover payment of exercise price of and taxes due on option exercises included on this Form 4.

(3) 656 shares sold at an average price of \$150.55, with a range of \$150.50 to \$150.82, to cover payment of exercise price of and taxes due on option exercises included on this Form 4.

(4) 1,344 option shares exercised 11/28/18 and 656 option shares exercised 11/29/18 as indicated in Table 1.

(5) 27 option shares exercised 11/28/18 and 300 option shares exercised 11/29/18 as indicated in Table 1.

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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