

WOLVERINE WORLD WIDE INC /DE/  
Form 4  
November 12, 2014

**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 \*  
ZWIER S JAMES D

2. Issuer Name and Ticker or Trading Symbol  
WOLVERINE WORLD WIDE INC /DE/ [WWW]

5. Relationship of Reporting Person(s) to Issuer  
(Check all applicable)

(Last) (First) (Middle)  
9341 COURTLAND DRIVE NE  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
11/07/2014

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Sr VP & President, Int'l Group

ROCKFORD, MI 49351

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

(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                    | 11/07/2014                           |  | M                              |   | 5,734   | A  | \$ 11.52  |
| Common Stock                    | 11/07/2014                           |  | M                              |   | 5,733   | A  | \$ 11.52  |
| Common Stock                    | 11/07/2014                           |  | M                              |   | 5,733   | A  | \$ 11.52  |
| Common Stock                    | 11/07/2014                           |  | M                              |   | 3,000   | A  | \$ 15.13  |
| Common Stock                    | 11/07/2014                           |  | M                              |   | 2,668   | A  | \$ 15.13  |

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|              |            |  |                  |          |   |                     |         |   |          |
|--------------|------------|--|------------------|----------|---|---------------------|---------|---|----------|
| Common Stock | 11/07/2014 |  | M                | 9,848    | A | \$ 12.53            | 291,164 | D |          |
| Common Stock | 11/07/2014 |  | F                | 6,053    | D | \$ 27.06            | 285,111 | D |          |
| Common Stock | 11/07/2014 |  | S                | 20,200   | D | \$ 27.17            | 264,911 | D |          |
| Common Stock | 11/07/2014 |  | G V              | 5,700    | D | \$ 0 <sup>(1)</sup> | 259,211 | D |          |
| Common Stock | 11/07/2014 |  | J <sup>(2)</sup> | V 93,172 | D | \$ 0                | 166,039 | D |          |
| Common Stock | 11/07/2014 |  | J <sup>(2)</sup> | V 93,172 | A | \$ 0                | 115,144 | I | By Trust |

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.**

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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 |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Stock Option (Right to Buy) <sup>(3)</sup> | \$ 11.52   | 11/07/2014                           |  | M                              | 5,734   | 02/09/2006 02/08/2015                                    | Common Stock  | 5,734                         |
| Stock Option (Right to Buy) <sup>(3)</sup> | \$ 11.52   | 11/07/2014                           |  | M                              | 5,733   | 02/09/2007 02/08/2015                                    | Common Stock  | 5,733                         |
| Stock Option (Right to Buy) <sup>(3)</sup> | \$ 11.52   | 11/07/2014                           |  | M                              | 5,733   | 02/09/2008 02/08/2015                                    | Common Stock  | 5,733                         |

|   |          |            |   |       |            |            |                 |       |
|---|----------|------------|---|-------|------------|------------|-----------------|-------|
| Stock<br>Option<br>(Right to<br>Buy) <sup>(3)</sup> | \$ 15.13 | 11/07/2014 | M | 3,000 | 02/07/2008 | 02/06/2017 | Common<br>Stock | 3,000 |
| Stock<br>Option<br>(Right to<br>Buy) <sup>(3)</sup> | \$ 15.13 | 11/07/2014 | M | 2,668 | 02/07/2010 | 02/06/2017 | Common<br>Stock | 2,668 |
| Stock<br>Option<br>(Right to<br>Buy) <sup>(3)</sup> | \$ 12.53 | 11/07/2014 | M | 9,848 | 02/06/2011 | 02/06/2018 | Common<br>Stock | 9,848 |

## Reporting Owners

| Reporting Owner Name / Address                                  | Relationships |           |                                      |       |
|---|---------------|-----------|--------------------------------------|-------|
|   | Director      | 10% Owner | Officer                              | Other |
| ZWIERS JAMES D<br>9341 COURTLAND DRIVE NE<br>ROCKFORD, MI 49351 |               |           | Sr VP &<br>President, Int'l<br>Group |       |

## Signatures

/s/ Timothy E. Foley, by Power of Attorney

11/11/2014

\*\*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) Transfer by gift to a charitable organization. Mr. Zwiers received no consideration for the transfer of the securities.
- (2) Transfer from direct ownership to indirect ownership held by the Jane M. Zwiers Trust.
- (3) The number of shares and exercise price have been adjusted to reflect the Company's November 1, 2013 two-for-one stock split.

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.