

McCRACKEN BERNARD LOUIS III  
 Form 4  
 May 03, 2018

**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 \*  
 McCracken Bernard Louis III

(Last) (First) (Middle)

1 LANDS END LANE

(Street)

DODGEVILLE, WI 53595

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
 LANDS' END, INC. [LE]

3. Date of Earliest Transaction (Month/Day/Year)  
 05/01/2018

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)  
 VP, Controller and CAO

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 (A) or (D) Price		
Common Stock	05/01/2018		M		1,090 A \$ 0 <sup>(1)</sup> 3,985	D	
Common Stock	05/01/2018		F		341 <sup>(2)</sup> D \$ 19.4 3,644	D	
Common Stock	05/01/2018		M		712 A \$ 0 <sup>(1)</sup> 4,356	D	
Common Stock	05/01/2018		F		228 <sup>(2)</sup> D \$ 19.4 4,128	D	
Common Stock	05/02/2018		M		701 A \$ 0 <sup>(1)</sup> 4,829	D	

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Common Stock      05/02/2018      F      225 <sup>(3)</sup> D      \$ 19.75      4,604      D

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 (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. Price or Value of Underlying Securities (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Restricted Stock Units	\$ 0 <sup>(1)</sup>	05/01/2018		M	1,090	<sup>(4)</sup>	<sup>(4)</sup>	Common Stock	1,090
Restricted Stock Units	\$ 0 <sup>(1)</sup>	05/01/2018		M	712	<sup>(5)</sup>	<sup>(5)</sup>	Common Stock	712
Restricted Stock Units	\$ 0 <sup>(1)</sup>	05/02/2018		M	701	<sup>(6)</sup>	<sup>(6)</sup>	Common Stock	701

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
McCRACKEN BERNARD LOUIS III 1 LANDS END LANE DODGEVILLE, WI 53595			VP, Controller and CAO	

## Signatures

/s/ Bernard L. McCracken      05/03/2018

\*\*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) Each Restricted Stock Unit ("RSU") represented a contingent right to receive one share of common stock upon satisfaction of the vesting conditions.
  - (2) Represents shares surrendered to the issuer for payment of the reporting person's tax withholding obligation incurred in connection with the vesting of RSUs on May 1, 2018.
  - (3) Represents shares surrendered to the issuer for payment of the reporting person's tax withholding obligation incurred in connection with the vesting of RSUs on May 2, 2018.
  - (4) This RSU award was granted on May 1, 2015, with vesting in one installment on May 1, 2018 (100%).
  - (5) This RSU award was granted on May 1, 2017, with vesting in three annual installments on May 1, 2018 (25%), May 1, 2019 (25%) and May 1, 2020 (50%).
  - (6) This RSU award was granted on May 2, 2016, with vesting in three annual installments on May 2, 2017 (25%), May 2, 2018 (25%) and May 2, 2019 (50%).
- Of the total number of RSUs, 3,242 RSUs will vest in three annual installments on March 26, 2019 (25%), March 26, 2020 (25%) and
- (7) March 26, 2021 (50%); 712 RSUs will vest on May 1, 2019; 1,423 RSUs will vest on May 1, 2020; 1,402 RSUs will vest on May 2, 2019; subject in each case to the satisfaction of vesting conditions, including continued employment.

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