MIRCHIN MATTHEW C

Form 3

November 17, 2005

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

OMB APPROVAL

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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

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF

SECURITIES

30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting 2. Date of Event Requiring 3. Issuer Name and Ticker or Trading Symbol Person * Statement Under Armour, Inc. [UARM] MIRCHIN MATTHEW C (Month/Day/Year) 11/17/2005 (Last) (First) (Middle) 4. Relationship of Reporting 5. If Amendment, Date Original Person(s) to Issuer Filed(Month/Day/Year) C/O UNDER ARMOUR, (Check all applicable) INC., 1020 HULL STREET, 3RD FLOOR 10% Owner Director (Street) _X__ Officer Other 6. Individual or Joint/Group (give title below) (specify below) Filing(Check Applicable Line) Vice President of U.S. Sales _X_ Form filed by One Reporting Person BALTIMORE. MDÂ 21230 Form filed by More than One Reporting Person (City) (State) (Zip) Table I - Non-Derivative Securities Beneficially Owned 1. Title of Security 2. Amount of Securities 3. 4. Nature of Indirect Beneficial Ownership Beneficially Owned Ownership

(Instr. 4)

(Instr. 4)

Form: (Instr. 5)

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Direct (D) or Indirect (I) (Instr. 5)

Class A Common Stock 70,000 D

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

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

3. Title and Amount of 5. 6. Nature of Indirect 1. Title of Derivative Security 2. Date Exercisable and 4. Securities Underlying Ownership Beneficial Ownership (Instr. 4) **Expiration Date** Conversion (Month/Day/Year) **Derivative Security** or Exercise Form of (Instr. 5) (Instr. 4) Price of Derivative Derivative Security:

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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Employee Stock Option (right to buy)	(1)	12/31/2010	Class A Common Stock	60,000	\$ 10.77	D	Â

Reporting Owners

Reporting Owner Name / Address	Keiauonsnips					
. 0	Director	10% Owner	Officer	Other		
MIRCHIN MATTHEW C C/O UNDER ARMOUR, INC. 1020 HULL STREET, 3RD FLOOR BALTIMORE, Â MDÂ 21230	Â	Â	Vice President of U.S. Sales	Â		

Signatures

/s/ Kevin M. Haley, attorney in fact 11/17/2005

**Signature of Reporting Person Dat

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 5(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).
- One-fifth of the option is currently exercisable and the remainder of the option becomes exercisable four equal annual installments beginning May 10, 2007.

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Remarks:

Exhibit List Exhibit 24 - Power of Attorney

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.

Reporting Owners 2