

Artisan Partners Asset Management Inc.  
Form 4  
August 27, 2014

**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 \*  
**COXE TENCH**

2. Issuer Name and Ticker or Trading Symbol  
**Artisan Partners Asset Management Inc. [APAM]**

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

(Last) (First) (Middle)

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

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

**C/O ARTISAN PARTNERS ASSET MANAGEMENT, 875 EAST WISCONSIN AVENUE, SUITE 800**

**08/25/2014**

(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

**MILWAUKEE, WI 53202**

(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 Ownership (Instr. 4)		
				(A) or (D)	Price				
				Code	V	Amount			
Class A Common Stock, par value \$0.01 per share	08/25/2014		S	86,737	D	\$ 56.4774 (1)	453,442	I	By limited partnership (2)
Class A Common Stock, par value	08/25/2014		S	86,551	D	\$ 56.4774 (1)	452,473	I	By limited partnership (3)

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\$0.01 per share								
Class A Common Stock, par value \$0.01 per share	08/25/2014	S	6,536	D	\$ 56.4774 <u>(1)</u>	34,169	I	By trust <u>(4)</u>
Class A Common Stock, par value \$0.01 per share	08/26/2014	S	132,945	D	\$ 56.4899 <u>(5)</u>	320,497	I	By limited partnership <u>(2)</u>
Class A Common Stock, par value \$0.01 per share	08/26/2014	S	132,662	D	\$ 56.4899 <u>(5)</u>	319,811	I	By limited partnership <u>(3)</u>
Class A Common Stock, par value \$0.01 per share	08/26/2014	S	10,018	D	\$ 56.4899 <u>(5)</u>	24,151	I	By trust <u>(4)</u>
Class A Common Stock, par value \$0.01 per share	08/27/2014	S	23,084	D	\$ 56.0595 <u>(6)</u>	297,413	I	By limited partnership <u>(2)</u>
Class A Common Stock, par value \$0.01 per share	08/27/2014	S	23,035	D	\$ 56.0595 <u>(6)</u>	296,776	I	By limited partnership <u>(3)</u>
Class A Common Stock, par value \$0.01 per share	08/27/2014	S	1,740	D	\$ 56.0595 <u>(6)</u>	22,411	I	By trust <u>(4)</u>
Class A Common Stock, par						4,728	D <u>(7)</u>	

value  
\$0.01 per  
share

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)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Transaction (Instr. 6)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

**Reporting Owner Name / Address**

**Relationships**

Director 10% Owner Officer Other

COXE TENCH  
C/O ARTISAN PARTNERS ASSET MANAGEMENT  
875 EAST WISCONSIN AVENUE, SUITE 800  
MILWAUKEE, WI 53202

X

## Signatures

/s/ Lisa A. Moran, attorney-in-fact for Mr. Coxe

08/27/2014

\_\_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) The price reported in column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$56.40 to \$56.715, inclusive. The reporting person undertakes to provide Artisan Partners Asset Management Inc., any security holder of Artisan Partners Asset Management Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the

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number of shares sold at each separate price within the range set forth in this footnote.

- (2) Securities held by a limited partnership of which the reporting person is a trustee of a trust that is the general partner. The reporting person disclaims beneficial ownership in these securities except as to the reporting person's pecuniary interest therein.  
Securities held by Sutter Hill Ventures, a California Limited Partnership. The reporting person is a managing director of the general partner of Sutter Hill Ventures, a California Limited Partnership. The reporting person disclaims beneficial ownership in these securities except as to the reporting person's pecuniary interest therein.
- (3) Securities held by a trust of which the reporting person is a trustee. The reporting person disclaims beneficial ownership in these securities except as to the reporting person's pecuniary interest therein.  
The price reported in column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$56.30 to \$56.725, inclusive. The reporting person undertakes to provide Artisan Partners Asset Management Inc., any security holder of Artisan Partners Asset Management Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- (4) Securities held by a trust of which the reporting person is a trustee. The reporting person disclaims beneficial ownership in these securities except as to the reporting person's pecuniary interest therein.  
The price reported in column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$56.00 to \$56.20, inclusive. The reporting person undertakes to provide Artisan Partners Asset Management Inc., any security holder of Artisan Partners Asset Management Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- (5) The reporting person shares pecuniary interest in these securities with other individuals pursuant to a contractual relationship. The reporting person disclaims beneficial ownership of these securities except as to the reporting person's pecuniary interest in these securities.
- (6) The reporting person disclaims beneficial ownership of these securities except as to the reporting person's pecuniary interest in these securities.
- (7) The reporting person disclaims beneficial ownership of these securities except as to the reporting person's pecuniary interest in these securities.

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.