Griffith Jerome Form 4 March 08, 2019

FORM 4

OMB APPROVAL

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

OMB 3235-0287 Number:

January 31,

0.5

Check this box if no longer subject to Section 16. Form 4 or

Expires:

2005 Estimated average burden hours per response...

5. Relationship of Reporting Person(s) to

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

Form 5 Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations Section 17(a) of the Public Utility Holding Company Act of 1935 or Section may continue. 30(h) of the Investment Company Act of 1940 See Instruction

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person *

1. Name and A Griffith Jer	Address of Reportin	g Person *	Symbol	r Name and S' END, II		Γradin	ıg	5. Relationship Issuer	, ,	`,
(Last) 1 LANDS'	(First)	(Middle)	3. Date of (Month/E) 03/06/2	•	ransaction			X Director X Officer (g below)		% Owner ther (specify
DODGEVI	(Street) LLE, WI 53595			ndment, Da nth/Day/Year				6. Individual or Applicable Line) _X_ Form filed b Form filed by Person	•	Person
(City)	(State)	(Zip)	Tabl	e I - Non-L	Derivative S	Securi	ties Ac	quired, Disposed	of, or Benefici	ally Owned
1.Title of Security (Instr. 3)	2. Transaction Da (Month/Day/Yea	r) Execution	emed on Date, if /Day/Year)	3. Transactic Code (Instr. 8)	4. Securition(A) or Dis (D) (Instr. 3, 4)	sposed	of	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)
Common Stock	03/06/2019			M	29,412	A	\$ 0 (1)	29,412	D	
Common Stock								130,963 (2)	I	By Jerome Griffith Revocable

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

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Trust

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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. Transactic Code (Instr. 8)	5. Number of orDerivative 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 I S (
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Restricted Stock Units	\$ 0 (1)	03/06/2019		M	29,412	<u>(3)</u>	<u>(3)</u>	Common Stock	29,412	

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(In

Reporting Owners

Reporting Owner Name / Address	Relationships					
. 0	Director	10% Owner	Officer	Other		
Griffith Jerome 1 LANDS' END LANE DODGEVILLE, WI 53595	X		CEO and President			

Signatures

/s/ Peter L. Gray as attorney-in-fact for Jerome S.

Griffith

03/08/2019

**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) The reporting person contributed 120,963 shares to the Jerome Griffith Revocable Trust on December 14, 2018 in a transaction that resulted in a change in the form of beneficial ownership from direct to indirect.
- (3) This RSU award was granted on March 6, 2017, with vesting in four installments on March 6, 2018 (25%), March 6, 2019, (25%) March 6, 2020 (25%) and March 6, 2021 (25%).
- Of the total number of RSUs, 47,716 RSUs will vest in three annual installments on March 26, 2019 (25%), March 26, 2020 (25%) and March 26, 2021 (50%); 9,834 RSUs will vest on May 1, 2019; 19,669 RSUs will vest on May 1, 2020; 29,412 RSUs will vest on March 6, 2020; and 29,411 RSUs will vest on March 6, 2021; subject in each case to the satisfaction of vesting conditions, including continued employment.

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.

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