Gillespie Keith E. Form 4 March 01, 2019

FORM 4

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

CHANGES IN BENEFICIAL OWNERSHIP OF

if no longer subject to Section 16. Form 4 or Form 5 obligations may continue.

Check this box

Form 5 obligations may continue. See Instruction

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

1(b).

Common

Stock

02/28/2019

(Print or Type Responses)

1. Name and Address of Reporting Person * Gillespie Keith E.		Symbol	r Name and Ticker or Trading SERVE CORP [FLS]	5. Relationship of Reporting Person(s) to Issuer			
	(Last) 5215 NORT: #2300	(First) (M	Godfiddle) 3. Date of (Month/D	f Earliest Transaction Day/Year)	(Check all applicable) Director 10% OwnerX Officer (give title Other (specify below) SVP, Chief Sales Officer		
(Street)				endment, Date Original nth/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting		
	IRVING, TX		(Zip) Tabl	la I - Non-Darivativa Sacuritias A	Person cquired, Disposed of, or Beneficially Owned		
	1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed	3. 4. Securities Acquired Transaction(A) or Disposed of (D Code (Instr. 3, 4 and 5) (Instr. 8) (A) or Code V Amount (D) Price	5. Amount of 6. Ownership 7. Nature of Form: Direct Indirect Beneficially (D) or Beneficial Owned Indirect (I) Ownership Following (Instr. 4) (Instr. 4) Reported Transaction(s) (Instr. 3 and 4)		
	Stock	02/28/2019		$M = \frac{3,947}{(1)} A \$ 0$	39,277 D		

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

F

962

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.

SEC 1474

(9-02)

D

38,315

OMB APPROVAL

3235-0287

January 31,

2005

0.5

OMB

Number:

Expires:

response...

Estimated average

burden hours per

Edgar Filing: Gillespie Keith E. - Form 4

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 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 Underlying Securitie (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amour or Number of Shar
Restricted Stock Units	(1)	02/28/2019		M		3,880	<u>(1)</u>	<u>(1)</u>	Common Stock	3,88
Restricted Stock Units	(1)	02/27/2019		A	11,580		<u>(1)</u>	<u>(1)</u>	Common Stock	11,58
Performance Rights	<u>(2)</u>	02/27/2019		A	11,580		(2)	(2)	Common Stock	11,58

Reporting Owners

Reporting Owner Name / Address		Keiauonsnips		
	Director	10% Owner	Officer	Other

Gillespie Keith E. 5215 NORTH O'CONNOR BLVD #2300 IRVING, TX 75039

SVP, Chief Sales Officer

Signatures

/s/ Akshar C. Patel, attorney-in-fact

03/01/2019 Date

**Signature of Reporting Person

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).
- Each restricted stock unit represents the right to receive, at settlement, one share of common stock (plus dividends accrued on the underlying shares) and are granted to the reporting person pursuant to the issuer's long-term incentive compensation plan for employees. The shares vest ratably over a three-year period on each annual anniversary of the grant.
 - Each performance right represents a contingent right to receive one share of the issuer's common stock at vesting. The performance rights vest at a rate between 0% and 200% and are based on two factors during a three-year performance cycle beginning on January 1, 2019
- and ending on December 31, 2021 which are: 1) the issuer's relative total shareholder return ("TSR") in comparison to the TSR averages of a predetermined compensation peer group over the performance cycle; and 2) the issuer's return on invested capital ("ROIC") measured against the issuer's targeted ROIC improvement under its operating plan. The performance rights may be settled, at the issuer's discretion, in cash or shares of common stock.

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