CASE STEPHEN M Form 4

July 02, 2012

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

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Expires:

January 31, 2005

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response...

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

obligations

may continue.

Check this box

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 See Instruction

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * CASE STEPHEN M

2. Issuer Name and Ticker or Trading

Issuer

Symbol

MAUI LAND & PINEAPPLE CO

(Check all applicable)

5. Relationship of Reporting Person(s) to

INC [MLP]

(Last) (First) (Middle) 3. Date of Earliest Transaction

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

(Month/Day/Year) 06/28/2012

200 VILLAGE ROAD (Street)

4. If Amendment, Date Original

6. Individual or Joint/Group Filing(Check

Filed(Month/Day/Year) Applicable Line)

X Form filed by One Reporting Person Form filed by More than One Reporting

Person

LAHAINA, HI 96761

(City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1.Title of Security (Instr. 3)

2. Transaction Date 2A. Deemed (Month/Day/Year) Execution Date, if

(Month/Day/Year)

4. Securities 3. TransactionAcquired (A) or Code Disposed of (D) (Instr. 3, 4 and 5) (Instr. 8)

5. Amount of Securities Beneficially Owned Following

6. Ownership 7. Nature of Form: Direct Indirect Beneficial (D) or Ownership Indirect (I) (Instr. 4) (Instr. 4)

Reported (A)

(2)

or V Amount Code (D) Price Transaction(s) (Instr. 3 and 4)

Common Stock

06/28/2012

3,000 A (1)

11,829,513 (1)

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

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

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1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exer	cisable and	7. Title a	and	8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	onNumber	Expiration D	ate	Amount	of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day	Year)	Underlyi	ing	Security	Secui
(Instr. 3)	Price of		(Month/Day/Year) (Instr. 8) Derivative				Securitie	es	(Instr. 5)	Bene	
	Derivative				Securities	3		(Instr. 3	and 4)		Own
	Security				Acquired						Follo
					(A) or						Repo
					Disposed						Trans
					of (D)						(Instr
					(Instr. 3,						
					4, and 5)						
								٨	mount		
								01			
						Date Exercisable	Expiration Date		umber		
								of			
				Code V	(A) (D)				hares		

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
CASE STEPHEN M							
200 VILLAGE ROAD	X	X					
LAHAINA. HI 96761							

Signatures

/s/ STEPHEN M. 07/02/2012 **CASE** **Signature of Reporting 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).
- These shares of Common Stock were granted under the Issuer's 2006 Equity and Incentive Award Plan as director compensation. These (1) shares shall vest, and the forfeiture restriction shall lapse as to 750 of the shares of Common Stock on the last business day of each calendar quarter beginning on June 30, 2012 and ending on March 31, 2013.
- As the sole trustee of the Stephen M. Case Revocable Trust (the "Trust"), the Reporting Person has the sole power to vote or dispose of (2) the shares held by the Trust and is deemed the beneficial owner of the shares held by the Trust. Following the reported transaction, 11,814,012 shares are held by the Trust and 15,501 shares are held by the Reporting Person.

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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