

Wilson Dennis J.  
Form 4  
March 01, 2012

# FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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 \*  
Wilson Dennis J.

2. Issuer Name and Ticker or Trading Symbol  
lululemon athletica inc. [LULU]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
400 - 1818 CORNWALL AVENUE  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
02/28/2012

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

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

VANCOUVER, A1 V6J 1C7

(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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock	02/28/2012		C <sup>(1)</sup>		30,500	A	<u>(2)</u> 30,901
Common Stock	02/28/2012		S <sup>(3)</sup>		30,500	D	\$ 67.7574 <u>(4)</u> 401
Common Stock	02/29/2012		C <sup>(1)</sup>		18,100	A	<u>(2)</u> 18,501
Common Stock	02/29/2012		S <sup>(3)</sup>		18,015	D	\$ 68.0037 <u>(5)</u> 486
Common	02/29/2012		S <sup>(3)</sup>		85	D	\$ 67.33 401

Edgar Filing: Wilson Dennis J. - Form 4

Stock								
Common Stock	03/01/2012	C <sup>(1)</sup>	256,900	A	<u>(2)</u>	257,301	D	
Common Stock	03/01/2012	S <sup>(3)</sup>	81,500	D	\$ <u>(6)</u>	68.4963 175,801	D	
Common Stock	03/01/2012	S <sup>(3)</sup>	100,400	D	\$ <u>(7)</u>	69.4089 75,401	D	
Common Stock	03/01/2012	S <sup>(3)</sup>	75,000	D	\$ <u>(8)</u>	70.3596 401	D	
Common Stock						10,328,858	I	By LIPO Investments (USA) Inc.

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

**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)

**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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount Number Shares
Exchangeable Shares of Lulu Canadian Holding, Inc.	<u>(2)</u>	02/28/2012		C <sup>(9)</sup>	30,500	<u>(10)</u> <u>(11)</u>	Common Stock 30,500
Exchangeable Shares of Lulu Canadian Holding, Inc.	<u>(2)</u>	02/29/2012		C <sup>(9)</sup>	18,100	<u>(10)</u> <u>(11)</u>	Common Stock 18,100
Exchangeable Shares of Lulu Canadian Holding, Inc.	<u>(2)</u>	03/01/2012		C <sup>(9)</sup>	256,900	<u>(10)</u> <u>(11)</u>	Common Stock 256,900

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Wilson Dennis J. 400 - 1818 CORNWALL AVENUE VANCOUVER, A1 V6J 1C7	X	X		

## Signatures

Dennis J. Wilson, by David Negus,  
Attorney-in-Fact

03/01/2012

\_\_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) Shares obtained on conversion of exchangeable shares of Lulu Canadian Holding, Inc. for shares of lululemon athletica inc. for no consideration, exempt under 16b-6b.
- (2) One to one exchange ratio.
- (3) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on June 14, 2010.  
Represents a weighted-average price. These shares were sold in multiple transactions at prices ranging from \$67.750 to \$67.805, inclusive. For all transactions reported in this Form 4 utilizing a weighted-average price, the reporting person will provide to the issuer, any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.
- (4) Represents a weighted-average price. These shares were sold in multiple transactions at prices ranging from \$68.00 to \$68.03, inclusive. For all transactions reported in this Form 4 utilizing a weighted-average price, the reporting person will provide to the issuer, any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.
- (5) Represents a weighted-average price. These shares were sold in multiple transactions at prices ranging from \$68.00 to \$68.98, inclusive. For all transactions reported in this Form 4 utilizing a weighted-average price, the reporting person will provide to the issuer, any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.
- (6) Represents a weighted-average price. These shares were sold in multiple transactions at prices ranging from \$69.00 to \$69.75, inclusive. For all transactions reported in this Form 4 utilizing a weighted-average price, the reporting person will provide to the issuer, any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.
- (7) Represents a weighted-average price. These shares were sold in multiple transactions at prices ranging from \$70.00 to \$70.8213, inclusive. For all transactions reported in this Form 4 utilizing a weighted-average price, the reporting person will provide to the issuer, any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.
- (8) Shares surrendered on conversion of exchangeable shares of Lulu Canadian Holding, Inc. for shares of lululemon athletica inc. for no consideration, exempt under Rule 16b-6b.
- (9) Immediately exchangeable for shares of lululemon common stock on a 1-to-1 ratio.
- (10) No expiration date.
- (11) No expiration date.

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.