Edgar Filing: Hale Thomas E - Form 4

Hale Thomas	E										
Form 4 February 23, 1	2012										
•									OMB A	PPROVAL	
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549							OMB Number:	3235-0287			
Subject to					SES IN BENEFICIAL OWNERSHIP OF SECURITIES					Expires: January 31 200 Estimated average burden hours per response 0.	
Form 5 obligation may contin <i>See</i> Instruct 1(b).	Filed purs s Section 17(a	a) of the P	ublic Uti	ility Hol		npany	Act o	ge Act of 1934, of 1935 or Sectio 40		0.0	
(Print or Type R	esponses)										
Hale Thomas E Symbol				er Name and Ticker or Trading AWAY INC [AWAY]				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
				te of Earliest Transaction th/Day/Year) 1/2012				Director 10% Owner X Officer (give title Other (specify below) below) Chief Product Officer			
	(Street) 4. If Amendment, Date On Filed(Month/Day/Year)				-	Applicable Line) _X_ Form filed by One Reporting Person				erson	
AUSTIN, TX	K 78703							Form filed by M Person	More than One R	eporting	
(City)	(State)	(Zip)	Table	e I - Non-I	Derivative	Securi	ties Ac	quired, Disposed o	f, or Beneficia	lly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution any	Date, if	Code (Instr. 8)	4. Securities tionAcquired (A) or Disposed of (D)) (Instr. 3, 4 and 5) (A) or V Amount (D) Price		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	02/21/2012			S <u>(1)</u>	365	D		49,270	D		

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.

 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 Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	4. Transactio Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	Amou Unde Secur	le and int of rlying ities . 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owno Follo Repo Trans (Instr
			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			
Hale Thomas E 1011 W. FIFTH STREET, SUITE 300 AUSTIN, TX 78703			Chief Product Officer				
Signatures							
/s/ Melissa Fruge as Attorney-in-Fact for Thomas Hale		02/23/20	012				
**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) Transaction pursuant to a 10b5-1 Trading Plan adopted by the Reporting Person in accordance with Rule 10b5-1 of the Securities Exchange Act of 1934, as amended.

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.