

Plank J Scott  
Form 4  
February 03, 2011

**FORM 4**

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

OMB APPROVAL

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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 \*  
Plank J Scott

2. Issuer Name and Ticker or Trading Symbol  
Under Armour, Inc. [UA]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
1020 HULL STREET

3. Date of Earliest Transaction (Month/Day/Year)  
02/01/2011

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

EVP of Business Development

(Street)  
BALTIMORE, MD 21230

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

(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)
				(A) or (D)	Price		
Class A Common Stock	02/01/2011		S	11,460 <sup>(1)</sup>	\$ 59.88 <sup>(2)</sup>	D	
Class A Common Stock	02/02/2011		S	3,173 <sup>(1)</sup>	\$ 59.47 <sup>(3)</sup>	D	
Class A Common Stock	02/02/2011		S	8,287 <sup>(1)</sup>	\$ 59.79 <sup>(4)</sup>	D	
Class A Common	02/03/2011		S	514 <sup>(1)</sup>	\$ 59.55	D	

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Stock					(5)				
Class A Common Stock	02/03/2011	S	10,946 (1)	D	\$ 60.35 (6)	1,670,588	D		
Class A Common Stock	02/01/2011	S	4,165 (1)	D	\$ 59.88 (2)	181,363	I		By Annuity Trust
Class A Common Stock	02/02/2011	S	1,152 (1)	D	\$ 59.47 (3)	180,211	I		By Annuity Trust
Class A Common Stock	02/02/2011	S	3,013 (1)	D	\$ 59.79 (4)	177,198	I		By Annuity Trust
Class A Common Stock	02/03/2011	S	186 (1)	D	\$ 59.55 (5)	177,012	I		By Annuity Trust
Class A Common Stock	02/03/2011	S	3,979 (1)	D	\$ 60.35 (6)	173,033	I		By Annuity Trust
Class A Common Stock						506,346	I		By JSDM Family LLC
Class A Common Stock						100,000	I		JS DM II LLC

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.**

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(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)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repor Trans (Instr		
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or

