Atkinson Graham W Form 4 April 09, 2010

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB 3235-0287

OMB APPROVAL

Number:

January 31,

0.5

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2005

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

may continue.

See Instruction

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

1(b).

Common

Stock

04/07/2010

(Print or Type Responses)

1. Name and A Atkinson Gr	Address of Reporting I raham W	Symbol	er Name and Ticker or Trading	5. Relationship of Reporting Person(s) to Issuer			
(Last)	(First) (N		CORP /DE/ [UAUA] of Earliest Transaction	(Check all applicable)			
` ,	56100 - HDQLD	, 2.24.0	Day/Year)	Director 10% Owner Officer (give titleX Other (specify below) EVP - President Mileage Plus			
	(Street)		endment, Date Original onth/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 Person			
CHICAGO,	, IL 60666						
(City)	(State)	(Zip) Tabl	ole 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. 4. Securities Acquire Transaction(A) or Disposed of (Code (Instr. 3, 4 and 5) (Instr. 8) (A) or Code V Amount (D) Pri	D) Securities Form: Direct Indirect Beneficially (D) or Beneficial Owned Indirect (I) Ownership Following (Instr. 4) (Instr. 4) Reported Transaction(s) (Instr. 3 and 4)			
Common Stock	04/07/2010		M 6,450 A \$4	86 31,160 D			

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

S

6,450 D

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D

24,710

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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. Transacti Code (Instr. 8)	5. Number on f 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 or Number of Shares
Option (Right to Buy)	\$ 4.86	04/07/2010		M	6,450	<u>(1)</u>	03/31/2019	Common Stock	6,450

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Atkinson Graham W P.O. BOX 66100 - HDQLD CHICAGO, IL 60666

EVP - President Mileage Plus

8. I De Sec (In

Signatures

/s/ Lydia J. Mathas for Graham Atkinson

04/09/2010

**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) The option vests in three equal annual installments on April 1, 2010, 2011 and 2012.
- (2) Not applicable, see column two for exercise price.

Remarks:

The exercise and sale reported on this Form 4 were effected pursuant to a pre-established 10b5-1 trading plan.

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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