

SUPERIOR UNIFORM GROUP INC

Form 4

October 31, 2013

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 *
Leide Dominic

2. Issuer Name and Ticker or Trading Symbol
SUPERIOR UNIFORM GROUP INC [SGC]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)
10/29/2013

____ Director
____ Officer (give title below) Other (specify below)
V.P. Admin & Customer Support / President of The Office Gurus

SUPERIOR UNIFORM GROUP, 10055 SEMINOLE BLVD.

(Street)

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

SEMINOLE, FL 33772

(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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | | (A) or (D) Code V Amount Price | | | |
| Common Stock | 10/29/2013 | | M | 3,104 A \$ 11.24 | 3,104 | D | |
| Common Stock | 10/29/2013 | | M | 2,396 A \$ 13.15 | 5,500 | D | |
| Common Stock | 10/29/2013 | | M | 1,143 A \$ 11.29 | 6,643 | D | |
| Common Stock | 10/29/2013 | | D | 2,168 D \$ 16.1 | 4,475 | D | |
| Common Stock | 10/29/2013 | | D | 1,957 D \$ 16.1 | 2,158 | D | |

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| | | | | | | | | |
|--------------|------------|--|---|-------|---|----------|--------|---|
| Common Stock | 10/29/2013 | | D | 802 | D | \$ 16.1 | 1,716 | D |
| Common Stock | 10/29/2013 | | M | 6,000 | A | \$ 9.8 | 7,716 | D |
| Common Stock | 10/29/2013 | | M | 8,896 | A | \$ 11.24 | 16,612 | D |
| Common Stock | 10/29/2013 | | M | 8,857 | A | \$ 11.29 | 25,469 | D |
| Common Stock | 10/29/2013 | | D | 6,000 | D | \$ 16.1 | 19,469 | D |
| Common Stock | 10/29/2013 | | D | 8,896 | D | \$ 16.1 | 10,573 | D |
| Common Stock | 10/29/2013 | | D | 8,857 | D | \$ 16.1 | 1,716 | D |

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

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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) | Amount or Number of Shares | |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|----------------------------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| Stock Appreciation Rights | \$ 11.24 | 10/29/2013 | | M | 3,104 | 02/04/2011 02/04/2016 | Common Stock | 3,104 | |
| Employee Stock Option (right to buy) | \$ 9.8 | 10/29/2013 | | M | 6,000 | 02/05/2010 02/04/2015 | Common Stock | 6,000 | |
| Stock Appreciation Rights | \$ 13.15 | 10/29/2013 | | M | 2,396 | 02/03/2012 02/03/2017 | Common Stock | 2,396 | |

| | | | | | | | | |
|--|----------|------------|---|-------|------------|------------|-----------------|-------|
| Stock Appreciation Rights | \$ 11.29 | 10/29/2013 | M | 1,143 | 02/01/2013 | 02/01/2018 | Common Stock | 1,143 |
| Employee Stock Option (right to buy) | \$ 11.24 | 10/29/2013 | M | 8,896 | 02/04/2011 | 02/04/2016 | Common Stock | 8,896 |
| Employee Stock Option (right to buy) | \$ 11.29 | 10/29/2013 | M | 8,857 | 02/01/2013 | 02/01/2018 | Common Stock | 8,857 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|----------------------------------|----------------------------------|
| | Director | 10% Owner | Officer | Other |
| Leide Dominic SUPERIOR UNIFORM GROUP 10055 SEMINOLE BLVD. SEMINOLE, FL 33772 | | | V.P. Admin & Customer Support | President of The Office Gurus |

Signatures

/s/ Joan
Petronella, POA

10/31/2013

**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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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