### Edgar Filing: Curran Bentley - Form 4

Form 4	•										
January 23, 2									OMB AF	PROVAL	
FORM	<b>4</b> UNITED S	STATES		RITIES A shington,			NGE C	OMMISSION	OMB Number:	3235-0287	
Check thi if no long subject to Section 10 Form 4 or Form 5	Ger <b>STATEM</b> 6. r										
obligation may conti <i>See</i> Instru 1(b).	inue. Section 17(a	a) of the F	ublic U		ding Con	ipany	Act of	e Act of 1934, 1935 or Section 0	1		
(Print or Type R	Responses)										
Curran Bentley Symbol				er Name <b>and</b> Ticker or Trading Y CORP [BRC]				5. Relationship of Reporting Person(s) to Issuer			
				of Earliest Transaction				(Check all applicable)			
(Mont				Month/Day/Year) 1/19/2018				Director      10% Owner        XOfficer (give title      Other (specify below)         below)      Dipital Business			
MILWAUK	(Street) EE, WI 53223			endment, Da nth/Day/Year	-			6. Individual or Jo Applicable Line) _X_ Form filed by C Form filed by M Person	ne Reporting Pe	rson	
(City)	(State)	(Zip)	Tabl	le I - Non-F	)erivative (	Securi	ties Aca	iired, Disposed of	. or Beneficial	lv Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deem Execution any (Month/Da	ed Date, if	3. 4. Securities Acquired Transactior(A) or Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8) (A) or				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	
Class A Common Stock	01/19/2018			Code V M	Amount 22,938	(D) A	Price \$ 28.73	(insu: 5 and 4) 52,597	D		
Class A Common Stock	01/19/2018			S	20,000 (1)	D	\$ 39	32,597	D		
Class A Common Stock	01/22/2018			М	2,062	А	\$ 28.73	34,659	D		
Class A Common	01/22/2018			S	1,784 (2)	D	\$ 39.1	32,875	D		

**Reporting Owners** 

Attorney-In-Fact

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

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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. 5. Number of Transacti-Derivative Code Securities (Instr. 8) Acquired (A) or Disposed of (D)		vative Expiration Date rities (Month/Day/Year) ired (A)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8 E (1
				Code V	(Instr. 3, 4, and 5) (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Exercise of Stock Option	\$ 28.73	01/19/2018		М	22,938	<u>(4)</u>	09/25/2019	Class A Common Stock	22,938	
Exercise of Stock Option (3)	\$ 28.73	01/22/2018		М	2,062	(4)	09/25/2019	Class A Common Stock	2,062	

## **Reporting Owners**

Stock

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
Curran Bentley 6555 WEST GOOD HOPE ROAD MILWAUKEE, WI 53223			CIO & VP - Digital Business				
Signatures							
Heidi Knueppel, Attorney In Fact	01/23/	2018					

Date

\*\*Signature of Reporting Person

## **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).

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- (1) Represents the sale of shares to cover option cost and tax withholding, 2,938 shares were retained.
- (2) Represents the sale of shares to cover option cost and tax withholding, 278 shares were retained.
- (3) Exercised and sold pursuant to reporting owner's 10b5-1 Plan
- (4) Represents options exercisable one third each year for the three years subsequent to the grant 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.