## Edgar Filing: RUFF ROBERT A - Form 4

RUFF ROE Form 4	BERT A											
November												
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549									MMISSION	OMB AP OMB Number:	3235-0287	
Check t if no lot subject Section Form 4 Form 5 obligati may con <i>See</i> Inst 1(b).	nger to 16. or Filed pu ons ntinue.	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 20(k) of the Investment Company Act of 1940									Expires: January 31, 2005 Estimated average burden hours per response 0.5	
(Print or Type	Responses)											
1. Name and RUFF RO	Person <u>*</u>	8						5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
(Last) (First) (Middle) 1201 SOUTH SECOND STREET			3. Date of Earliest Transaction (Month/Day/Year) 11/13/2012						Director 10% Owner Officer (give title Other (specify below) below) Sr. Vice President			
		Filed(Month/Day/Year) A						6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person				
MILWAU	KEE, WI 53204							Pe	_ Form filed by Mo rson	re than One Rep	orting	
(City)	(State)	(Zip)	Tal	ble I - Non	-Deri	vative Sec	urities	s Acquir	ed, Disposed of,	or Beneficially	y Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution I any (Month/Day	Date, if	Code	orDisp (Inst	ecurities A bosed of (D tr. 3, 4 and Amount	)	d (A) or Price	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	(I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Common Stock									49,537	D <u>(1)</u>		
Common Stock	11/13/2012			Ι	7,08 (5)	81.4032	D	\$ 78.22	0	Ι	By Savings Plan	

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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 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. Transactic Code (Instr. 8)	5. Number of orDerivative 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 Underlying Securitie (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amour Numbe Shares
Common Stock Share Equivalents	\$ 78.22	11/13/2012		Ι		2,817.7763 (2)	(3)	(4)	Common Stock	2,817

## **Reporting Owners**

Reporting Owner Name / Address	Relationships							
F	Director	10% Owner	Officer	Other				
RUFF ROBERT A 1201 SOUTH SECOND STREET MILWAUKEE, WI 53204			Sr. Vice President					
Signatures								
Karen A. Balistreri, Attorney-in-Fa	ct for Rol	pert	11/15/2012					
**Signature of Reporting Perso		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) 7,030 shares are held by Company to implement restrictions on transfer unless and until certain conditions are met.

Share equivalents acquired under the Company's Nonqualified Savings Plan. The number of share equivalents represented by the balance of the participant's Company stock fund account may not exactly equal the number of share equivalents represented by a prior balance

- (2) Of the participant's company stock rund account may not exactly equal the number of share equivalents represented by a prior balance due to variances in the proportion of uninvested cash held in the reference fund used to determine unit values of the Company stock fund under the Plan.
- (3) The share equivalents are payable in cash upon retirement or after termination of employment.
- (4) The share equivalents are payable in cash upon retirement or after termination of employment.

Includes shares represented by Company stock fund units acquired under the Company Savings Plan since the last ownership report for this person, based on information furnished by the Plan Administrator as of 11/13/2012. The number of stock fund units represented by

(5) the balance of the participant's Company stock fund account may not exactly equal the number of stock fund units represented by a prior balance due to variances in the proportion of uninvested cash held in the reference fund used to determine unit values of the Company stock fund under the 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.