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Rowe Rober Form 4	rt Scott										
March 04, 2	019										
	ПЛ									PPROVAL	
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549								OMB Number:	3235-0287		
Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction See Instruction Subject See Instruction See Instruction							Expires: January 3 Estimated average burden hours per response (n				
See Instr 1(b).	ruction	30(n)) of the In	vestment	Company	Act	01 194	+0			
(Print or Type	Responses)										
Rowe Robert Scott Symbol				r Name and Ticker or Trading SERVE CORP [FLS]				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Check								
5215 NORT SUITE 230	ГН O'CONNOR 0	BLVD	(Month/D 02/28/20	•				Director X Officer (give below) Pre		6 Owner er (specify	
	(Street)	(Street) 4. If Amer Filed(Mont						 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person 			
IRVING, T	X 75039								Jore than One Re		
(City)	(State)	(Zip)	Table	e I - Non-D	erivative S	ecurit	ies Acc	uired, Disposed of	f, or Beneficia	lly Owned	
1.Title of Security (Instr. 3)	any		emed on Date, if /Day/Year)	Code	Transaction(A) or Disposed of			Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		
				Code V	Amount	or (D)	Price	Transaction(s) (Instr. 3 and 4)			
Common Stock	03/01/2019			M	22,377	A	\$ 0	57,047	D		
Common Stock	03/01/2019			F	5,469	D	\$ 45	51,578	D		

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. Transactio 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 Amoun Underlying Securit (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amo or Num of Sh
Restricted Stock Units	<u>(1)</u>	02/28/2019		А	65,680		(1)	(1)	Common Stock	65,6
Performance Rights	<u>(2)</u>	02/28/2019		А	65,680		(2)	(2)	Common Stock	65,6
Restricted Stock Units	<u>(1)</u>	03/01/2019		М	2	21,997	<u>(1)</u>	<u>(1)</u>	Common Stock	21,9

Reporting Owners

Reporting Owner Name / Address	Relationships					
	Director	10% Owner	Officer	Other		
Rowe Robert Scott 5215 NORTH O'CONNOR BLVD SUITE 2300 IRVING, TX 75039			President & CEO			
Signatures						
/s/ Akshar C. Patel, attorney-in-fact 03/04/201	19					

**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).

Each restricted stock unit represents the right to receive, at settlement, one share of common stock (plus dividends accrued on the(1) underlying shares) and are granted to the reporting person pursuant to the issuer's long-term incentive compensation plan for employees. The shares vest ratably over a three-year period on each annual anniversary of the grant.

Each performance right represents a contingent right to receive one share of the issuer's common stock at vesting. The performance rights vest at a rate between 0% and 200% and are based on two factors during a three-year performance cycle beginning on January 1, 2019 and ending on December 31, 2021 which are: 1) the issuer's relative total shareholder return ("TSR") in comparison to the TSR averages

(2) and ending on December 31, 2021 which are. 1) the issuer's relative total shareholder return (TSK) in comparison to the TSK averages of a predetermined compensation peer group over the performance cycle; and 2) the issuer's return on invested capital ("ROIC") measured against the issuer's targeted ROIC improvement under its operating plan. The performance rights may be settled, at the issuer's discretion, in cash or shares of common stock.

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.