DATA I/O CORP

August 08, 2016

Form 3

FORM		ITED STA		S SECURITIES AND EXCHANGE COMMISSIO		MISSION	OMB APPROVAL		
	Washington, D.C. 20549					OMB Number:	3235-0104		
INITIAL STATEMENT OF BENEFICIAL OWNERSH					IIP OF	Expires:	January 31, 2005		
		ion 17(a) of	SECURI t to Section 16(a) of the the Public Utility Holdi 0(h) of the Investment C	Securities Ing Compan	y Act of 193		Estimated a burden hou response	average Irs per	
(Print or Type	Responses)								
1. Name and Address of Reporting Person <u>*</u> Kanen David			Statement (Month/Day/Year)		3. Issuer Name and Ticker or Trading Symbol DATA I/O CORP [DAIO]				
(Last)	(First)	(Middle)	07/27/2016				Amendment, D (Month/Day/Yea		
C/O KANE MANAGEI SWEET BA	MENT LLO				k all applicable))	(· · · · , · · ·	,	
	(give title below) (specify below) Fi			r 6. Inc ^{ow)} Filing F	ndividual or Joint/Group ng(Check Applicable Line) Form filed by One Reporting				
PARKLAN	D, FL :	33076					n form filed by Mo ting Person	ore than One	
(City)	(State)	(Zip)	Table I - Non-Derivative Securities Beneficially Owned					1	
1.Title of Security (Instr. 4)		2. Amount of Securities Beneficially Owned (Instr. 4)		3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Ownership (Instr. 5)	-			
Common S	tock		398,803		D (1) (2)	Â			
Reminder: Rep owned directly			ach class of securities benefic	ially	SEC 1473 (7-02	2)			
	infor requi	mation cont ired to respo	pond to the collection of ained in this form are not ond unless the form disp MB control number.	t					
	Table II - De	erivative Secu	rities Beneficially Owned (<i>e</i>	.g., puts, calls	s, warrants, op	tions, convert	ible securities	5)	

1. Title of Derivative Security	2. Date Exercisable and	3. Title and Amount of	4.	5.	6. Nature of Indirect
(Instr. 4)	Expiration Date	Securities Underlying	Conversion	Ownership	Beneficial Ownership
	(Month/Day/Year)	Derivative Security	or Exercise	Form of	(Instr. 5)
		(Instr. 4)	Price of	Derivative	
			Derivative	Security:	

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Date	Expiration	Title	Amount or	Security	Direct (D)
Exercisable	Date		Number of		or Indirect
			Shares		(I)
					(Instr. 5)

Reporting Owners

Reporting Owner Name / Address						
Reporting O whet Aunite / Mainess		10% Owner	Officer	Other		
Kanen David C/O KANEN WEALTH MANAGEMENT LLC 10141 SWEET BAY CT. PARKLAND, FL 33076	Â	ÂX	Â	Â		
Kanen Wealth Management LLC 10141 SWEET BAY CT. PARKLAND, FL 33076	Â	ÂX	Â	Â		
Signatures						
/s/ David L. Kanen				08/08/2016		
**Signature of Reporting Person		Date				
/s/ David L. Kanen, managing member of Kanen LLC		08/08/2016				
**Signature of Reporting Person		Date				

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 5(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).

David L. Kanen is the managing member of Kanen Wealth Management LLC ("KWM"). Mr. Kanen is the beneficial owner of 398,803 shares of Common Stock of the Issuer held for his own account. Mr. Kanen and KWM may be deemed the beneficial owner (within the meaning of Rule 13d-3 under the Securities Exchange Act of 1934, as amended) of an additional 1,532,601 shares of Common Stock of

(1) Including of Rule 150-5 under the securities Exchange Act of 1554, as anended of an additional 1,552,001 states of common stock of the Issuer held in accounts of customers of KWM over which KWM has discretionary voting and investment authority. Neither Mr. Kanen nor KWM have or share the opportunity, directly or indirectly, to profit or share in any profit derived from transactions in the shares of Common Stock held in customer accounts and they disclaim any pecuniary interest therein.

This report shall not be deemed to be an admission that either of Mr. Kanen or KWM are the beneficial owners of such shares of (2) Common Stock held in customer accounts for purposes of Section 16 of the Securities Exchange Act of 1934, as amended, or for any

other purpose.

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.